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manufacturers record

THE NEWSMAGAZINE OF THE INDUSTRIAL SOUTH AND SOUTHWEST

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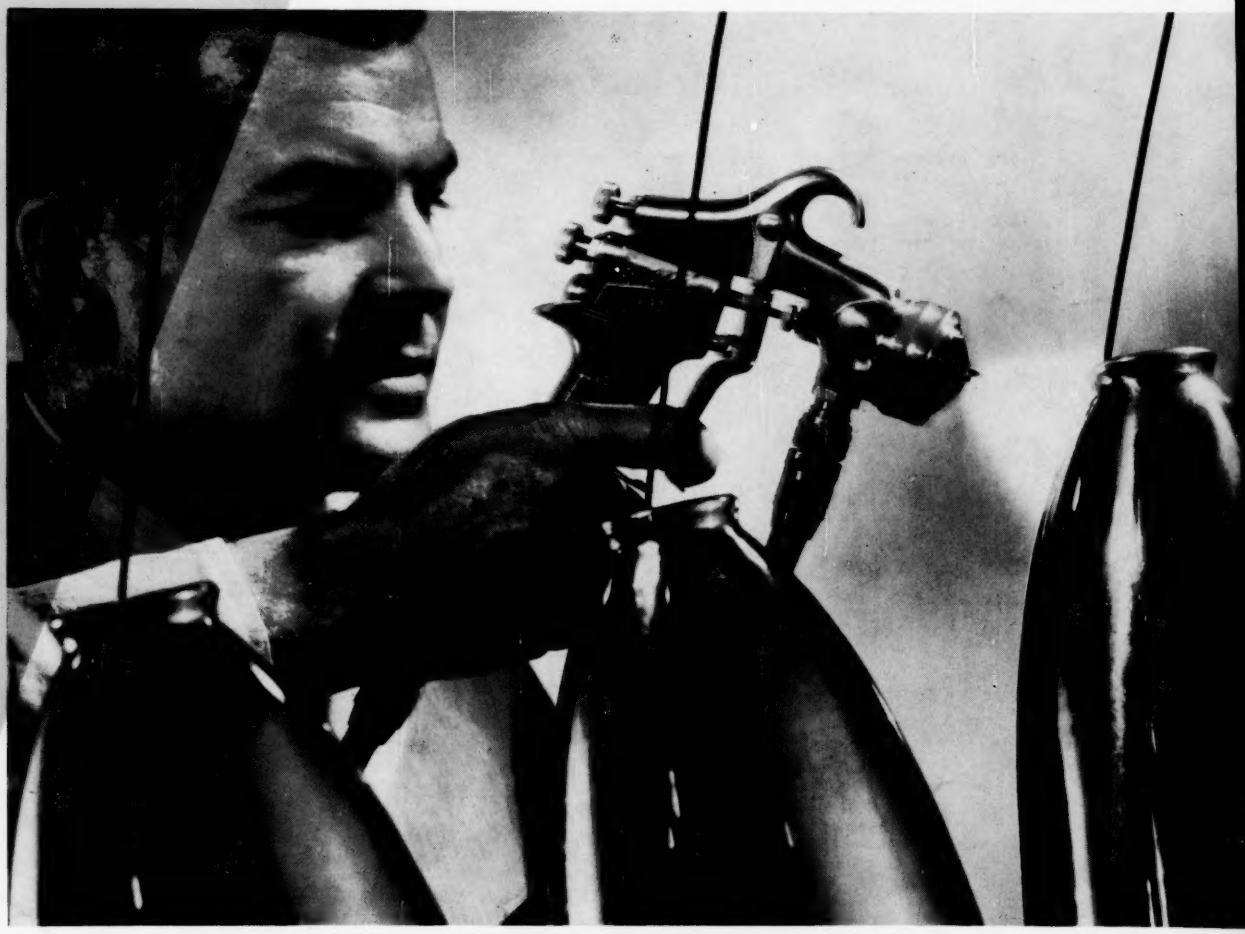
Armco Steel in Big Expansion .....p. 15
South Leads in New Chemical Plants .....p. 20
G. E. Executive Lauds Region's Growth .....p. 29
Southern Pine is Big Business .....p. 32



Protective coatings and their application make big Southern Industry. See Page 37.

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nufacturers record

NEWSMAGAZINE OF SOUTHERN
ENCE AND INDUSTRY—EST. 1882

Volume 126 April 1957 Number 4

BPA

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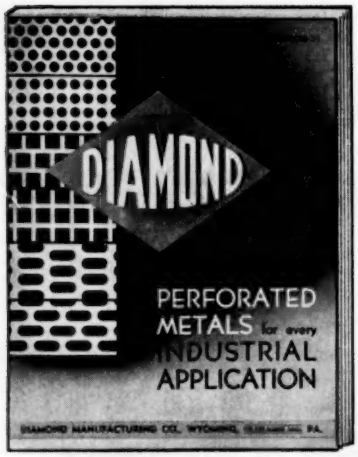

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LETTERS

SIRS: We are interested in our sales yield, the potential, market share and distribution of our meat products in your marketing area.

Would you kindly send us . . . any free information you may have on consumer and marketing research or sales statistics and analysis in your region?

Gordon D. Albers, Sales Analyst
Geo. A. Hormel & Co.
Austin, Minn.

► Copy of *Blue Book* sent.

SIRS: Many thanks for the prompt sending of the extra copy of the issue of MANUFACTURERS RECORD for November, 1956, which arrived today. The volume will be on its way to the International Christian University in Tokyo, Japan, very shortly.

Carleton R. Ball
Washington 15, D. C.

SIRS: We compliment you on the Charlotte supplement in the February issue of MANUFACTURERS RECORD and think you and our Chamber did an excellent job.

As you know we are subscribers to your magazine and would like an extra copy of the February issue mailed to my attention. We are enclosing fifty cents in stamps to cover the cost and thank you for your attention.

Frank F. Rose, Vice-Pres.
Edgcomb Steel Company
Charlotte 6, N. C.

► Copies sent.

SIRS: I want to express my appreciation and thanks for the cooperation which (Mr. Davenport) showed us during the recent dealer meeting in the fair city of Atlanta.

We certainly had a good taste of Southern hospitality and our meeting there was quite successful.

If I can ever be of any help to you, please don't hesitate to contact me.

Ralph G. Hesler, Public Relations
Chrysler Corp.
Detroit 31, Mich.

SIRS: As a former newspaper reporter and publisher of a weekly, we are fully conscious of the fact that a publication can carry article after article that contain no errors and hear nothing from its readers—but let one little mistake creep in and bingo, the folks start shouting!

We have just finished reading your article in the February issue of MANUFACTURERS RECORD entitled "State Chambers Do A Big Job in Winning New Industries." It is an excellent article, and covers an activity we believe often overlooked. However, here is that "little mistake" that seems to us very important, of course:

On page 30, where you list state chambers of the South, you list the Mississippi Manufacturers Association as the state chamber for Mississippi, while in fact this organization is the state's chamber of commerce, its legal title being "Mississippi Economic Council—Mississippi State Chamber of Commerce." We continue to use the name Mississippi Economic Council, since the organi-

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zation used that name when it was founded in 1948.

. . . Also, the Council is an affiliate of the United States Chamber of Commerce and the Council of State Chambers of Commerce, and we cooperate with both national groups in carrying out normal state chamber of commerce functions. Last month (February) we were a co-sponsor with the National Chamber and other southern state chambers of the Congressional Issue Clinic held there, and on March 27, we co-sponsored a Regional Businessmen's Highway Conference in Atlanta with the two groups.

We have no doubt been negligent about letting such publications as yours know about the Council's activities.

One of the latest projects of this organization is a $30,000, three-year Hometown Development Program being launched this year.

. . . Purpose of this letter . . . is to get this organization "on the record" as Mississippi's State Chamber of Commerce. It is in no way a complaint against the Mississippi Manufacturers Association. The association is doing a very good job, and this organization has worked with it on a number of occasions on projects in which both organizations had mutual interest.

If we can supply you with information from time to time, please let us know. Also, we will be glad to place you on the mail list to receive our publications if you wish.

Herbert Carver
Information Department
Mississippi Economic Council
Jackson 5, Mississippi

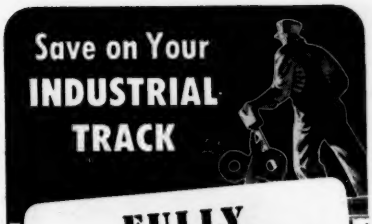
SIRS: It is realized that Missouri is not within the area normally covered by your magazine. In the January, 1957, issue, however, in the article entitled "South Surges Ahead in Basic Metals" you make reference to southwest Missouri in your information regarding lead production. I wish to call attention to the fact, therefore, that the Joplin, Missouri, and Tri-State area is best known for its zinc production whereas the lead belt area of Missouri centers around Bonne Terre approximately fifty miles south of St. Louis. This area is the leading lead production area in the country and the State of Missouri has been the leading producer of lead for some forty-nine consecutive years.

Roland C. Marquart
Industrial Development
Chamber of Commerce of
Metropolitan St. Louis

SIRS: Each month you list in your magazine "New Plant Summary." Is this a record of projects completed or in process? In some instances "under construction" is reported. How about the others? We are anxious to locate all industries, companies, etc., contemplating new construction or additions. We would appreciate it if you could inform us as to how this information might best be secured.

H. B. Lammers
Chief Engineer
Appalachian Coals, Inc.
Transportation Building
Cincinnati 1, O.

► See February letters



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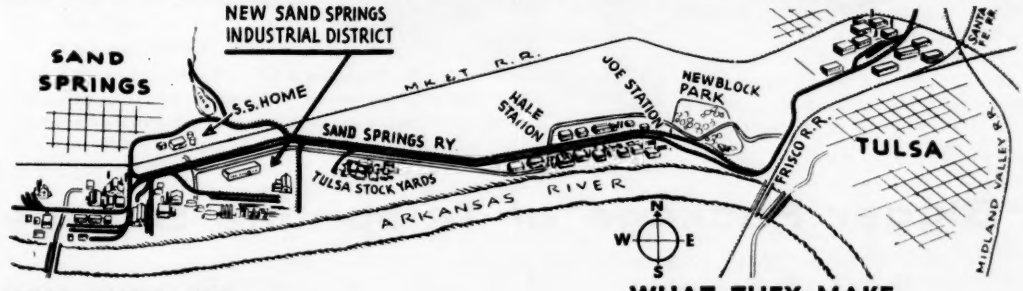

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WHAT THEY MAKE . . .

Products manufactured and distributed in the national market (many of them exported) by the Sand Springs-Tulsa area companies include Textiles, Fruit Jars, Corrugated Boxes, Zinc Products, Steel, Electric Fixtures, Chemicals, Canned Foods, Janitor Supplies, Meat Products, Petroleum Products, Dog Food, Porcelain Enameled Steel, Paints and Varnishes, Building Materials and many others.

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Recognizing the trend and alert to it, the telephone companies have been accelerating their efforts to find out, and anticipate, what people want and provide it at a reasonable price. The result is a wholly new concept of what is meant by telephone service.

Where formerly it was thought of as just one black instrument, the modern trend is toward a number of telephones at convenient places around the house.

We have helped this new concept by making new style telephones available, along with color, and with spring cords, illuminated dials, volume control, etc.

But the main reason for the success of the idea is that people have found that there is no greater aid to new convenience and comfort than adequate telephone service.

In offices, as well as homes, there is now a much bigger package of telephone service available for everyone.

Working together to bring people together

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Right to Work

The South has pioneered in the protection of the rights of individual workers to determine for themselves whether they wish to belong to unions. This is evidenced by the fact that of the 18 states now having the so-called Right-to Work laws—which prohibit compulsory unionism—ten are in this region.

However, pressure to get these laws repealed or modified and to prevent their being passed in states where they do not now exist is constant. For example, Louisiana had a Right to Work law in existence but recently repealed it.

A couple of months ago Indiana became the first highly industrialized state to outlaw union membership as a condition of employment. The General Assembly passed the Right to Work law despite bitter opposition from the AFL-CIO which claims a membership totaling 41 per cent of the state's workers.

Thus one more state was added to the ranks to offset the move in Louisiana, but both situations serve to show that the fight for individual rights must be constant and that the fight can be lost as well as won.

Therefore, now might be the time to start a drive for a Right to Work law in your state; or, if you already have the law, to start a drive to keep it.

The Chamber of Commerce of the United States observed in one of its recent Washington Reports that: "Concern is rising across the nation for employees who are being denied a right that most Americans take for granted. This concern can't be taken lightly, for it is the expression of a fundamental American abhorrence of compulsion."

The chamber stressed that opposition of the public to the excessive power of union officials has been apparent in public opinion polls. The Senate investigation disclosing the inevitable corrupt use of this power is strengthening this opposition.

Thus, you may be able to take full advantage of the developing situation this year, for 45 state legislatures are scheduled to meet in regular session. Leadership and organization undoubtedly can add other states to the 18 which now have the Right to Work laws.

"Only by making union officials responsive to the needs of their members," the Chamber said, "can the nation protect itself against corruption and abuses of power in union activities.

"Businessmen can play an important part in establishing that protection through leadership in the enactment of Right to Work laws."

More Expansion

We had a pleasant brunch chat recently with Chrysler Corporation President L. L. Colbert who graciously by-lined an exclusive story for the March issue of MANUFACTURERS RECORD.

The affable automobile executive, who was in Atlanta to attend a meeting of dealers, said Chrysler definitely had plans for a Southern plant sometime in the future. Several major cities in the South have been pinpointed as a possible location for the projected plant or plants, he added.

Mr. Colbert pointed out in his conversation, as he later reiterated in his MR story, that the South has grown at a pace which he described as "almost unbelievable." Hence it is now a major market for automobiles, and the potential indicates a need for Chrysler manufacturing units in the region sometime in the not too distant future.

Although Mr. Colbert did not confirm this, it is understood that his company has scheduled construction in Atlanta of a building to house a regional service and sales school. It is expected also that this structure will house the corporation's division sales and service organizations for the area.

Since General Motors Corporation and Ford Motor Company both already have extensive operations in various parts of the South, it is encouraging to hear that the third member of the "big three" automobile manufacturers is planning to extend jobs and payrolls into this region.

Another automobile executive we had the pleasure of meeting recently is Richard E. Krafve, vice president of Ford Motor and head of that company's newly-created Edsel Division.

Although details about the new Edsel are very hush-hush, Mr. Krafve indicated that cars for Southern market very probably will be assembled in existing plants in this region. Some of these plants currently are being expanded to take care of the additional assemblies.

The new Edsel automobile, to be introduced sometime this Fall, presumably will be in a price range between the Mercury and Lincoln. It will enable Ford to fill a gap in its product line and to be competitive across the board.

Japanese Trade

A communication from Masato Yamamoto, who is with the Japan External Trade Recovery Organization in New York, makes the observation that, "The South's industrial growth is a continual source of amazement. In addition, the diversity of its industrial products must be a source of pride to those of you who are so vitally concerned."

Mr. Yamamoto also commented: "It appears that in the not too distant future Japan will be a major purchaser of the industrial products of the South in addition to agricultural products such as cotton, rice and soy beans."

The latter is particularly interesting in view of the controversy which has arisen in the Southern textile industry in connection with competition from Japanese goods. Perhaps if Japan really does become a major customer for Southern industrial goods, some of the tension might be eased.

A few months ago we had a long discussion with Mr. Yamamoto, and Hisashi Murata who was then Consul General in New York for Japan, about various aspects of the trade situation, and they advanced the opinion then that many Southern products were "naturals" for sale in Japan.—J. D.

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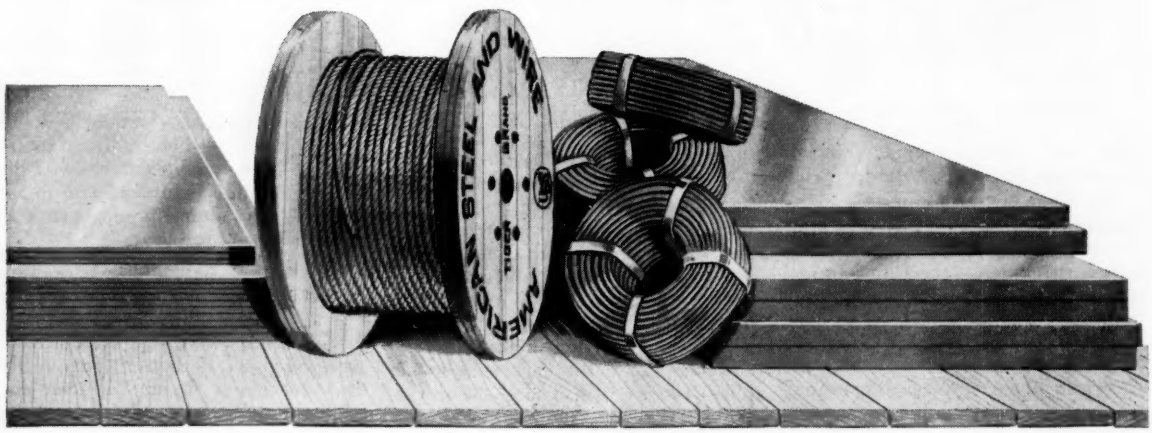

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MANUFACTURERS RECORD
(IN REVIEW)

"What Enriches The South Enriches The Nation"

APRIL 1884 (AS ABSTRACTED MORE THAN 70 YEARS LATER) BALTIMORE, MD.

THE JAMES RIVER VALLEY

Its Great Openings for Manufacturers—Combination of Good Lands, Minerals and Timber

Below the falls of the James river, at Richmond, the valley is wholly alluvial to Hampton Roads. At Richmond there is a fall in the river of 84 feet, giving 7,600 horsepower, of which there is now utilized 4,200—leaving ready for use over 3,000 horsepower now available. Before the railroad superseded the canal, the James River and Kanawha Company objected to selling any more power, because of the increased current which impeded navigation. Now the Richmond & Alleghany Railroad Company, owning it, are willing and ready to lease power on fair terms. Sites along the canal—notably the old armory lot and above the Tredegar works—can now be bought, and water power leased to drive machinery of any kind. Also fine sites can be obtained on the Manchester side, where the railroad company control the water power and will grant leases. The city of Manchester will also grant exemption from taxation for a number of years to any one erecting manufacturing establishments.

Sites Available

But sites for manufacturing establishments are not confined to the falls at Richmond. All along the river for more than two hundred and fifty miles (counting the James and its tributaries, on which dams are now standing) are found water-powers of vast amounts. The stone dams, of most substantial material, are ready to turn the whole volume of the stream on wheels, having ceased to be used for canal purposes. Of these there are 25, averaging 19 feet in height, besides 9 others on the Rivanna River. Of the power given by these dams but a small proportion is now utilized, notably at Lynchburg, where a new and substantial stone dam has recently been erected. A few miles above Lynchburg a part of the water of the river is utilized by the Virginia Nail Works Co. An estimate, carefully made by hydraulic engineers, gives the amount of power available and ready for use at 10,000 horsepower at minimum flood, not counting the dams on the Rivanna river.

Besides the power given by the James and Rivanna rivers, there are numerous streams flowing into the James. Some of these afford excellent sites and abundant power for factories. On Bent Creek, about 100 miles above Richmond, and near James river, there is a fine water-power ready for use, and also a large brick building suitable for a woolen and cotton factory. This building is as good as new, but has never been utilized for its intended purpose, viz.: a woolen mill. Abundant timber of various kinds is at hand, and a number of buildings for operatives could be had with the mill site.

Water Power

As to the cost of water-power on this valley, judging by known localities where power is leased, the rate would be about half what steam-power would cost. Now when it is taken into consideration that a railroad with the easiest grade possible runs immediately by all these sites, thus insuring lightest rates on Eastern and Western freights; and further that this line is crossed at Richmond by Northern and Southern lines, and has connections there with streamers to nearly all the great markets of the world; and that at Lynchburg, Lexington and Clifton Forge other great truck lines are intersected, it will be readily seen how accessible markets for manufactured products can be reached, as well as sources of supply of raw material needed from abroad.

In my next I will give further elements entering to make a combination of advantages for manufacuring.

Birg.

RICHMOND VA., April 9, 1884.

American Machinery

The advantages of American machinery over the clumsier manufactures of Great Britain have seldom been more plainly manifested than in recent shipments made to Mexico. In transporting heavy and bulky articles into the interior, the changes are severe, and the additional weight of a hundred pounds runs the scale down against the profits. American machinery is as lightweighted as is consistent with safety and economy in action, while British machinery is as heavy-weighted as is ofttimes possible without clogging free action. This has been especially apparent in the case of an engine of English pattern, which had to be literally stripped before it could be brought into profitable competition with others constructed upon the general principle, but made in this country.

Important to Southerners

Persons arriving in New York via Courtland Street Ferry, by taking the 6th Avenue Elevated Train, corner Church and Courtland Streets, can reach the Grand Union Hotel in 42nd street, opposite Grand Central Depot, in twenty minutes, and save $3 carriage hire. If en route to Saratoga or other summer resorts via Grand Central Depot, all baggage will be transferred from hotel to this depot free. 600 elegantly furnished rooms $1 and upwards per day. Restaurant the best and cheapest in city. Families can live better for less money at this hotel than at any other first-class hotel in the city.

Hardware

There are few changes in prices to note, though the trade is moderately good, and is on the increase.

The nail market is firm, with orders increasing quite freely and prices quoted as before at $2.50 @ 2.60, according to quantities.

THE RICHMOND GLOBE ROLLER SKATE,

The Easiest Running, Most Durable, and Most Practical Skate in the Market.

Rink men and jobbers will find the "GLOBE" skate to be superior to all others, because:

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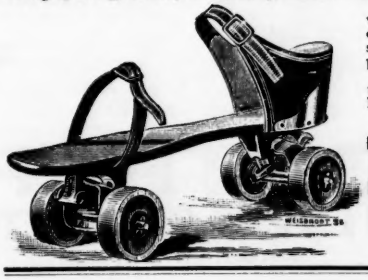

We are now working on a "CLUB" skate which will soon be ready. It will be a toe clamp, steel bottom, elegantly plated with nickel, will be the handsomest skate in the country, and will have all the excellent points of the rink skate.

P. S.—Our new Patent Steel Bottom is so formed that it can be made of very light material, and yet have all the strength neccessary.

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This is not only the first use of this new computer by the railroad industry. It is also the first commercial installation *anywhere* of this latest, largest and fastest version of the so-called "electronic brain," with twice the "remembering" capacity of even the best of previous models.

This new electronic miracle will give us continuous, up-to-date information with unbelievable speed and accuracy. Reports and studies that we were unable to make before now will be available to us.

It is one more "tool" to use in our never-ending effort to furnish the South with the best rail service it is humanly and mechanically possible to provide.

Harry A. DeButts
President

SOUTHERN RAILWAY SYSTEM
WASHINGTON, D. C.

THE SOUTHERN SR SERVES THE SOUTH

This is the modern, new plant of Miami National Container Corporation, a subsidiary of Owens-Illinois Glass Company. Located at Hialeah, this new facility is equipped to convert two-ton rolls of kraft paper, each three miles long, into an infinite variety of corrugated boxes.

NATIONAL CONTAINER OPENS UNIT NEAR MIAMI

Space Tripled By Expansion At Hialeah; Output Rises, 85 Persons To Be Employed

MIAMI. A modern corrugated box plant has been formally opened by Miami National Container Corporation, a subsidiary of Owens-Illinois Glass Co.

Manufacturers, commercial growers, food processors, and bottlers from Florida's southern counties inspected the L-shaped, stuccoed concrete block building located in Hialeah, a Miami suburb, during the recent open house. The building provides three times as much working space as that available in the company's former location.

With a 78-inch corrugating machine —largest south of Tampa—as well as slitters, slotters, die-cutting machines, printing presses, stitchers, folders, and tapers, the National Container plant is equipped to convert two-ton rolls of kraft paper, each three miles long, into an infinite variety of corrugated boxes. Deliveries are made in the company's own trucks and trailers.

The company was started in 1947 by Lee Lebow, now vice president and sales manager, and Charles Ordintz, now production manager, who came to Miami from New York. Within a decade, operations have grown from a "sheet plant" with six employees in a crowded 3500-foot shop to a fully equipped modern box plant with 110,000 square feet of working space, in which 85 persons are employed. Production plans call for fabricating 240,000,000 square feet of corrugated box board in 1957.

Among those at the open house were several principal executives of Owens-Illinois, including J. P. Lewis, board chairman; Carl R. Megowen, president; and Hugh C. Laughlin, executive vice president and president of O-I's National Container subsidiary.

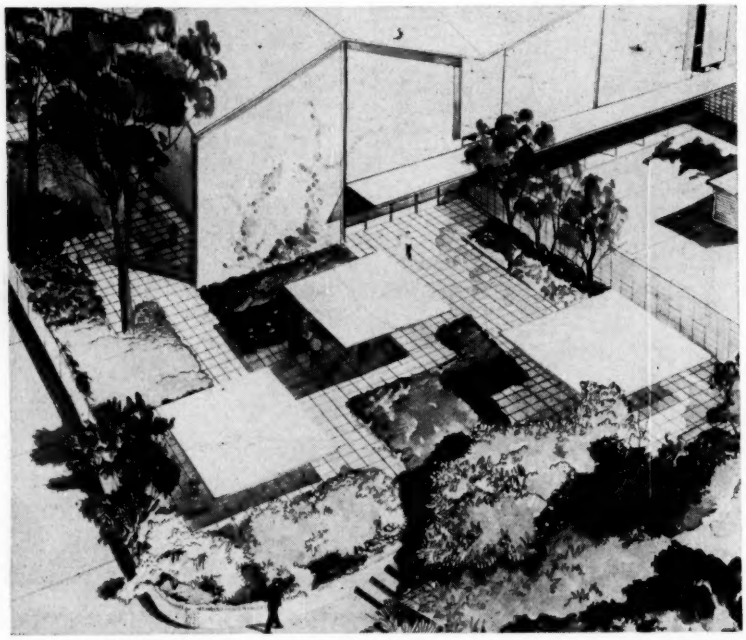
Southern Bell Raising Funds For Expansion

ATLANTA. Plans to put $70 million of 29-year debentures up for sale at competitive bidding around June 18 this year have been announced by Southern Bell Telephone & Telegraph Company.

Ben S. Gilmer, president of the company, said a registration statement would be filed with the Securities and Exchange Commission late in May. He added that the proposed issue is the second largest bond offering in the company's history.

Gilmer said the funds supplied by the sale would be applied to Southern Bell's construction program. The company serves a nine-state area in the Southeast.

On last October 8, the utility auctioned off a $60 million issue of 27-year debentures. Borrowing cost on that offering was computed at 3.95 per cent.



Here is an architect's conception of a section of the ultra-modern structure which will house the Semiconductor-Components Division of Texas Instruments Incorporated. This new Dallas plant will incorporate the very latest in design and construction principles.

TEXAS INSTRUMENTS, INC. BREAKS GROUND AT DALLAS

Construction Underway On $4 Million Plant; Employment To Reach 1,500 At Completion

DALLAS. Construction is in progress here on the new $4 million plant of Texas Instruments Incorporated. The facility will have 280,000 square feet of floor space and is being built for the Semiconductor-Components Division of the company.

The division, employing about 1,500 persons, will begin the move to its new Dallas plant this fall. The Apparatus Division will then expand into the space vacated in the main Dallas plant.

The new plant here will incorporate the very latest design and construction principles. It will represent the first industrial application in the United States of hyperbolic paraboloid thin-shell prestressed concrete construction.

The building will have two floors with a seven-foot between-floor area for all utilities and mechanical services. The manufacturing second floor will be served through the floor, eliminating the usual ceiling clutter. Altogether, the plant area will be greater than that of six football fields.

Eugene McDermott is chairman of the board of the company, and J. E. Johnsson is president.

Vice President Mark Shepherd, Jr. heads the Semiconductor-Components division, the world's largest commercial manufacturer of transistors and leading manufacturer of diodes, rectifiers, resistors, meters, and other electronic components. He stated that the new plant would enable Texas Instruments to increase further its lead in the manufacture of transistors—the tiny, durable amplifiers which are rapidly replacing vacuum tubes and miniaturizing electronic equipment.

One especially significant feature of the new building will be a 60,000 square-foot "ultra air conditioned" area to contain critical production processes. Air will be filtered by both electrostatic and mechanical means to 99.7 per cent purity, humidity will be kept at precisely 20 per cent, and a slight positive pressure will be maintained. Such precautions are of great value in manufacturing products requiring quality control to one part in a billion.

Texas Instruments is a publicly-owned electronics and geophysics firm employing over 4500 people. Sales volume last year was over $45 million and this year will approximate $65 million. It is headquartered in Dallas and has manufacturing plants in Dallas, Houston, and Los Angeles, and another under construction in Bedford, England.

It is in its 27th year and originally was founded as a pioneer company to explore for oil through geophysics. It still leads this now-global industry through subsidiary Geophysical Service Inc. Other subsidiaries include Engineering Supply Company — distributor of geophysical, electronic and industrial supplies in the Southwest— and Texas Instruments Limited, English semiconductor manufacturer.

Gov. Coleman's Plan Is Adopted In Mississippi

JACKSON, MISS. The State of Mississippi is going "all out" to accelerate the development of new industry within its borders.

This was brought out here in a recent talk by Governor J. P. Coleman to the members of the Mississippi Agricultural and Industrial Board. That 55-man group unanimously endorsed a 10-point program proposed by the governor as a means of putting new life into the state's economic growth.

Briefly, the 10 recommendations made by Governor Coleman were:

1. Enlargement of the staff of the A&I board and expanded funds for its operation.

2. A study of the activities underway in competing states and development of means to outstrip competition.

3. Setting up of a planning agency to sponsor a concentrated planning program for the improvement of the state's towns and cities in those factors which are indispensable to the location of industry.

4. Training of high school students

and college students in the industrial trades and sciences.

5. Employment of industrial experts as personnel for the A&I Board.

6. Ending of sectional or regional jealousies in order that all the citizenry may pull together for the common good of the state.

7. Improvement of the river and Gulf ports, with special emphasis on a deep-sea port.

8. A comparative study of Mississippi taxation affecting industrial fields, as contrasted with that of other states, aimed at bringing industrial taxation into line.

9. Overhaul of the state constitution to meet the demands of modern industrial planning and development.

10. Ending of defeatist talk in the state, with more intensified playing up of the advantages in Mississippi.

Continental Can Co. Buys Site At Tyler

TYLER. The Robert Gair Division of Continental Can Company, Inc., has acquired a 40-acre plant site in Tyler, Tex., as a location for a corrugated shipping container plant, Peter P. Wojtul, vice president and general manager of the Fibre Drum and Corrugated Box Division, announced.

Located on the main line of the St. Louis & Southwestern (Cotton Belt) Railroad, approximately 100 miles southeast of Dallas, the land is part of the site of the former Camp Fannin, an Infantry training center. With the property Continental acquired from the Owen Development Company, Inc., an option on an additional 8.5 acres adjoining the initial purchase.

Conco Chemical Company Elects Four Vice Presidents

DALLAS. Four new vice presidents have been elected by the board of directors of Conco Chemical Company here, according to an announcement by L. E. Crain, president of the company.

The four are Vance Knowles of McAllen, Texas; J. O. Smith, Tulsa; Curtis Ainsworth, Lufkin, and L. T. Massey, Fort Worth.

In other action the board authorized the officers of the company to begin national distribution to all states in the Union after March 1 this year.

LATE NEWS HIGHLIGHTS

MABEN, MISS. International Paper Company has established a pulpwood facility here. The annual payroll will exceed $100,000 per year.

PACE, FLA. N.R.C. Metals Corporation, which is constructing a zirionium plant here, has changed its name to the Columbia-National Corporation, following acquisition of 50 per cent of its stock by the Columbia-Southern Corporation. R. S. Morse, president of National Research Corporation, will be president of Columbia-National Corporation.

SHELBY COUNTY, ALA. Southern Electric Generating Company has chosen a site here near Wilsonville for its proposed $150 million steam-electric power plant. The location was revealed by Southern Electric, jointly owned on a 50-50 basis by Georgia Power Company and Alabama Power Company, both subsidiaries of the Southern Company; and an application was placed with the Alabama Public Service Commission for a permit to build on the site.

ARCADIA, FLA. The Central Transformer Corporation of Pine Bluff, Ark. will build a branch plant here. A working force of 200 or 250 will draw an annual payroll of approximately $750,000.

DURANT, MISS. Talon, Inc., zipper manufacturers, has leased a 17,000 square foot plant in this city, and will begin operations immediately. This is the second plant established in Mississippi by the Meadville, Pennsylvania firm—the other is located at Morton.

NEW ORLEANS. A million dollar expansion program for Louisiana Industries has been announced by Ralph B. Rogers, president of Texas Industries, of which Louisiana Industries is a subsidiary. Plans include a new plant on the industrial canal here, as well as renovation and expansion of three other existing plants.

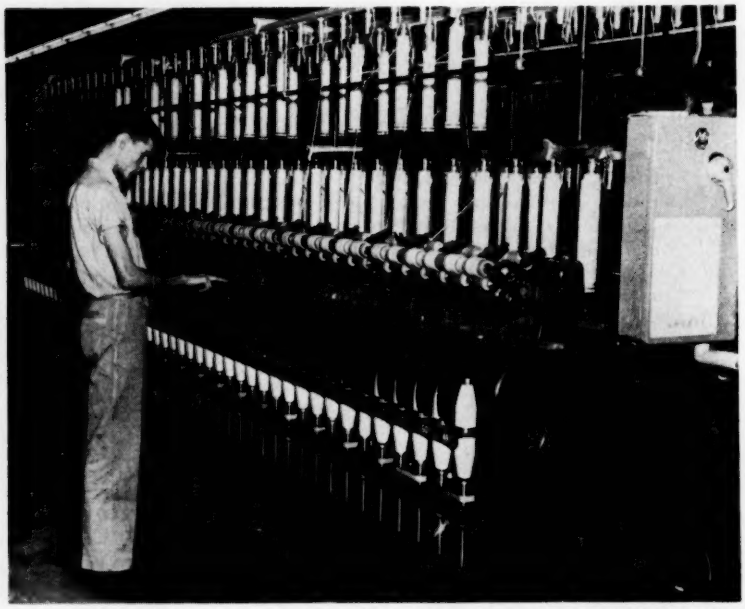
PENSACOLA. Chemstrand Corporation has set a new world's safety record for textile plants. At 6:01 the morning of March 12, the more than 4,800 nylon plant employees topped the previous record of 13,624,000 man-hours without a lost-time injury.

DALLAS. F. W. Woolworth has selected this city as the site for its first venture outside the variety store field—a 20,000-square foot cafeteria in the Big Town shopping center. Woolworth's cafeteria and all other buildings in the $11 million development will be opened Aug. 15, 1958.

MOBILE. Freeport Sulphur Company of New York is considering Mobile or Pascagoula, Miss. as the site for one of two plants in a $100 million nickel and cobalt expansion program.

RICHMOND. Late March dedication ceremonies drew thousands of persons to the new $1.5 million Greyhound Terminal which occupies 88,000 square feet of space at 412-418 East Broad Street. The new terminal will handle 95 Greyhound arrivals and departures daily, and an average of 10,000 persons will pass through the new facility each day.

TAMPA. Florida Steel Products Corporation, a multi-million dollar consolidation, will headquarters here. The corporation includes Florida Steel Products of Tampa, Orlando and Miami; Bushnell Steel Works, Inc., Tampa; Bushnell Steel Products, Miami; Tri-State Culvert & Manufacturing Company, Tampa and Decatur, Ga.; and Dominion Culvert & Metal Corporation of Roanoke, Va.



This man is determining the process characteristics of rayon staple fiber produced at American Enka Corporation's new multi-million dollar plant which opened in February at Lowland, Tenn. Capacity of the new facility will be more than 50,000,000 pounds of staple fiber annually. Experimental spinning has been in process since December; commercial production will be increased in stages until summer, when the plant is scheduled for full operation.

SCOVILL PLANT IN OPERATION AT CLARKSVILLE

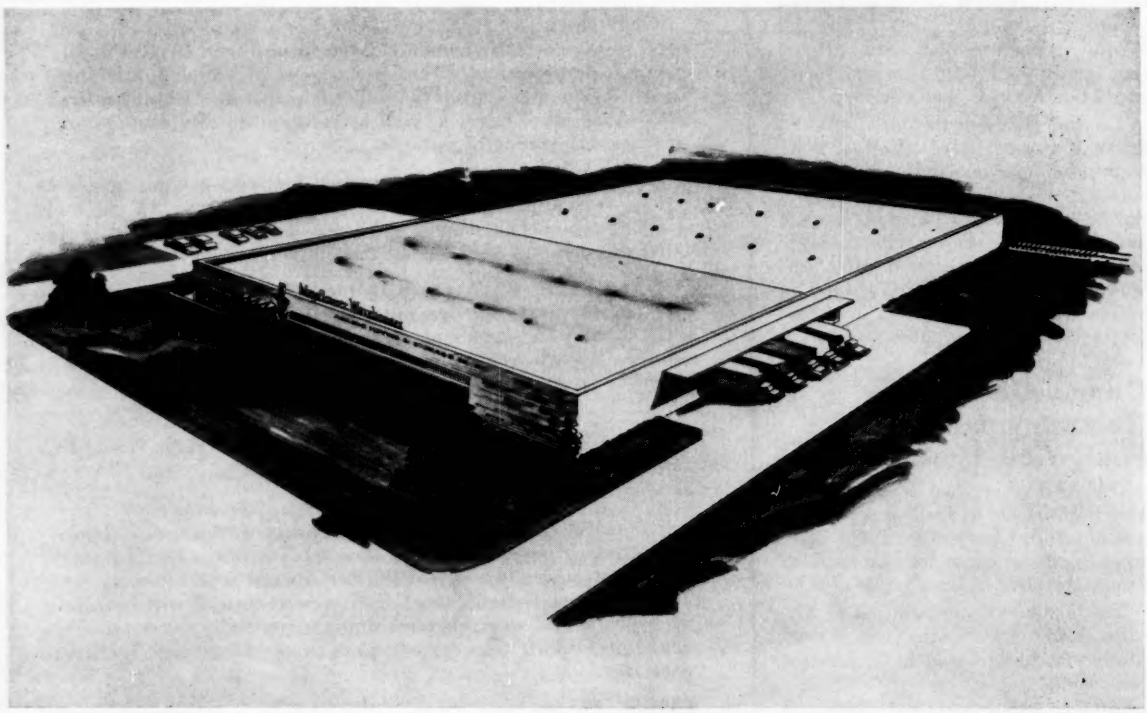
CLARKSVILLE, GA. Scovill Manufacturing Company is now in full operation at its new plant here.

Previously the firm had been in an old building ever since it began temporary operations here in October, 1955.

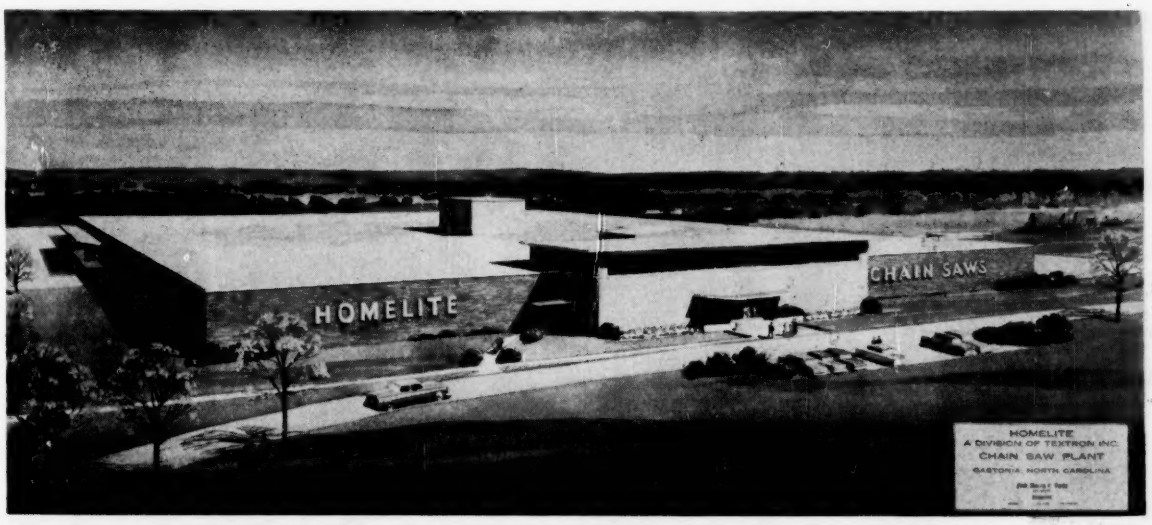
Before the move into the new building, the Clarksville plant of Scovill did only assembly work on the company's "Gripper" hookless fasteners, the components being made in Waterbury, Connecticut and shipped here.

In the new plant, however, the company now makes and assembles zippers from tape, cord, thread and brass from materials shipped in from cotton mills in the South and the firm's own brass mills.

There are some 65 persons employed in the 500-foot-long plant here.



This artist's sketch shows the 50,000-square-foot brick warehouse and office building planned by Abilene Moving and Storage Company. The loading docks will accommodate five trucks at one time on the east side and five railroad freight cars at one time on the north side. On the west side, a concrete parking apron for automobiles will be located. This handsome structure will be among the first of many to be erected at the new Abilene Plaza Industrial District in Abilene, Texas.



This new chain saw plant will be located in Gastonia, North Carolina, by Homelite, a division of Textron Inc. of Port Chester, New York. The modern one-story unit will be completed this summer, at which time Homelite will transfer its whole chain saw production from Port Chester to Gastonia. The Gastonia plant will have a working force ranging from 400 to 500 employees.

"Cold" Rubber Output Upped For Ameripol

INSTITUTE, W. VA. Conversion of a production line with capacity to manufacture 50,000 tons of Ameripol "cold" rubber annually in the Company's man-made rubber plant in Institute, has been announced by William I. Burt, president, Goodrich-Gulf Chemicals, Inc.

Changeover from the rubber-making process now used there will cost more than $2,000,000 and is scheduled for completion early in 1958, Burt said.

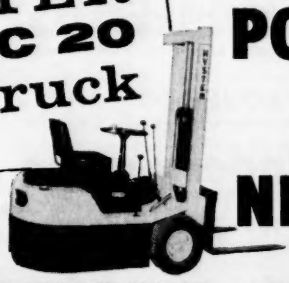
The conversion to "cold" rubber is another step in the Company's modernization program for the Institute plant announced when Goodrich-Gulf purchased the facility from the Government for $11 million in February, 1956.

Construction of a new power house at Institute, costing $1.5 million, and designed to supply 100,000 pounds of steam an hour, was started in August, 1956.

The Institute plant, built by the Government during World War II was in standby from September, 1953 until Goodrich-Gulf acquired it last year and began production of rubber in April, 1956. The plant, under Government operation, had capacity for producing 122,000 long tons of American rubber annually when in full operation.

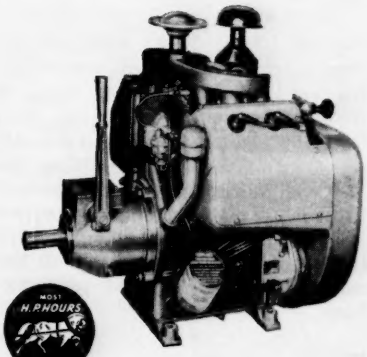
Goodrich-Gulf, owned by The B. F. Goodrich Company and Gulf Oil Corporation, also operates a man-made rubber plant in Port Neches, Texas, purchased from the Government in 1955.

HYSTER QC 20 Lift Truck



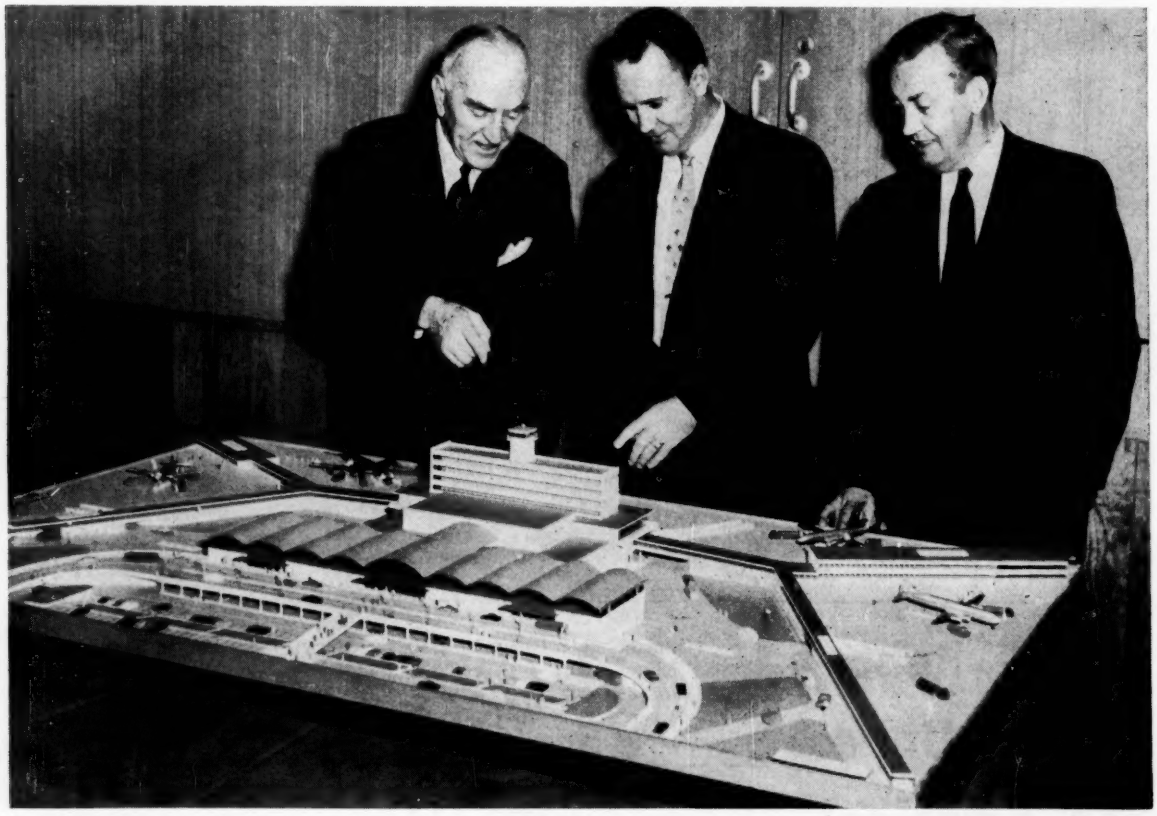
POWERED by NEW VH4 WISCONSIN ENGINE

Hyster Co. specifies the new VH4 30 hp. Wisconsin Engine for the Model QC 20. In the next fork truck you buy, insist on this great new Wisconsin Engine, too. You get foolproof air-cooling, a smooth low-speed "idle" and incomparable horsepower in an engine of this size. Maintenance is simpler . . . no coolant to watch in freezing temperatures. Also, your Wisconsin Engine delivers more torque for more work, and its rugged construction assures longer engine life, more engine stamina. Write for complete data . . . Bulletin S-196.



MOST H.P.HOURS

WISCONSIN MOTOR CORPORATION
World's Largest Builder of Heavy-Duty Air-Cooled Engines
MILWAUKEE 46, WISCONSIN



Capt. Eddie Rickenbacker (left) Chairman of the Board of Eastern Air Lines, discusses the scale model of Atlanta's new $19 million airport terminal with Graydon Hall (center), Eastern's District Sales Manager in Atlanta; and T. F. Armstrong, Eastern Air Lines' President. This huge new terminal, to be completed in 1960, will offer complete facilities for both conventional airplane engines and jet powered planes, making Atlanta one of the few large cities in the nation capable of large-scale jet operations.

$19 MILLION PROJECT

Plans Underway In Atlanta For Huge Airport Terminal

ATLANTA. The City of Atlanta has announced plans for the construction of a new airport terminal which will cost approximately $19 million.

Aimed at handling the city's increasing air transportation needs during coming years, the proposed new project has met the requirements of the Civil Aeronautics Administration.

City officials said the terminal is designed to offer complete facilities for both conventional airplane engines and jet power plants, and when the project is completed — by 1960 — Atlanta will be one of the few large cities in the nation capable of large-scale jet operations.

It is expected that final construction plans will be started just as soon as a bond issue that would supply the funds has been approved.

In the proposed facility, spaces for parking 48 of the largest planes in use so far will be provided, along with additional area for expansion to 60 spaces. Access to each plane will be provided by finger concourses projecting from the main building.

The terminal building will have an outstanding feature in that outgoing passengers will be able to move through the structure without walking up or down steps until they are ready to board their flights. Then they will travel by escalator just one level down.

The main floor will feature 400 feet of ticket counters which will be arranged in a straight line across the front of the outer concourse. Beyond this area will be a grand concourse with high ceiling and measuring 400X400 feet in size. This will be the main waiting room and will provide space for concessions and a snack bar. A modern dining room with a broad window view of the landing field will be on a mezzanine above the main concourse.

The upper four floors of the main building will be occupied by offices of the CAA, the various airlines, city airport management and business firms utilizing the airport.

An adjacent parking lot will provide space for 2,000 vehicles and will have an overflow capacity of 800 more spaces.

Plans and scale models of the proposed facility have been prepared by the architectural and engineering firm of Robert & Company Associates of Atlanta.

St. Francisville Paper Mill To Open In 1958

ST. FRANCISVILLE, LA. The new St. Francisville Paper Company mill here is scheduled to begin operation by the latter part of 1958, and will have an annual capacity of 78,000 tons initially.

To cost $31 million, the mill is a joint project of Crown Zellerbach Corporation and Time, Inc., which formed the new company to build the facility.

The product will be machine-coated printing paper. Half of the mill's output will go to Time to supplement its present paper supplies for various publications, while the other half will be marketed by Crown Zellerbach in the midwest and east.

The St. Francisville mill will draw on a wide variety of white Southern hardwoods which previously had little economic use. Methods have been developed for utilizing such hardwoods, which are in abundant supply in the lower Mississippi River area, for the manufacture of high quality printing paper.

Crown Zellerbach's participation in the St. Francisville mill marks a further step in the company's policy of selective expansion in paper grades and market areas which show the greatest economic promise.

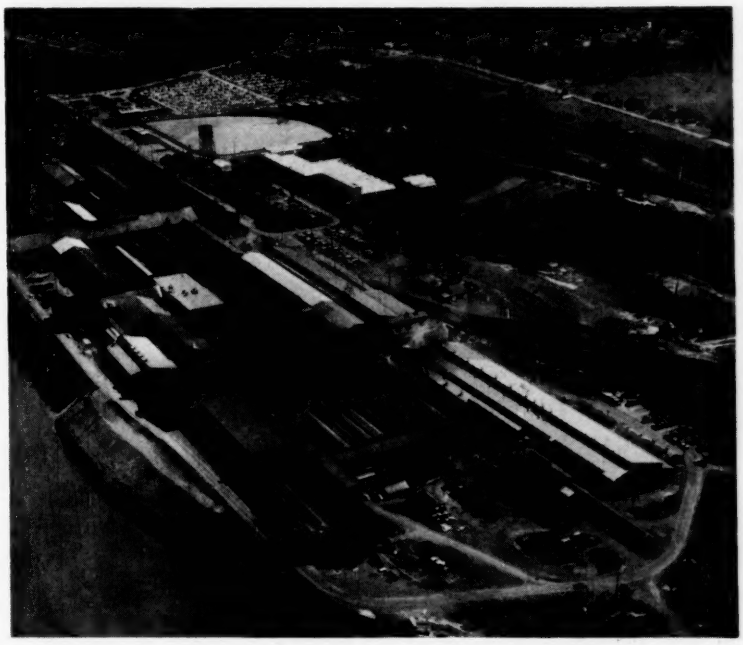
Continental Gin Builds New Unit

PRATTVILLE, ALA. An expansion program has been inaugurated here for the Prattville branch of Continental Gin Co., Alabama. The program will cost $250,000.

The plant is scheduled to take over much of the company's gin manufacturing operation formerly handled in Birmingham.

According to R. S. Lynch of Atlanta, chairman of the board of Continental, the expansion will result in Prattville's being known as the outstanding producer of cotton gins in the United States.

Continental is the world's oldest producer of cotton gins.



A major expansion will soon change the scenery of Armco Steel Corporation's Ashland, Kentucky plant on the south bank of the Ohio River. A blast furnace to match the Bellefonte furnace near the pond in the background, and new steel melting facilities will be included in Armco's $43 million expansion program.

ARMCO STEEL CORP. ADDS TO TWO SOUTHERN PLANTS

MIDDLETOWN, OHIO. Plans to expand its Ashland, Kentucky, and Houston, Texas, plants at a cost of some $50 million have been announced by Armco Steel Corporation.

Armco President R. L. Gray said this is a further step in carrying out the company's long-range expansion program.

Concerning the Ashland plant, Gray said the main items to be constructed include a new blast furnace with a 28-foot hearth. It will have a capacity of 50,000 tons of pig iron a month.

Further, there will be new steel melting facilities with an annual capacity of 750,000 tons of ingots, part of which will be converted to slabs and shipped by barge on inland waterways to Armco's Sheffield Division plant at Houston.

More soaking pits and new finishing facilities also will be added at Ashland.

At the Houston plant, a new heating furnace and other additions will be made to the 4-hi plate mill there to permit the production of increased tonnages of wider and larger plates for the Southwestern market.

Gray said construction of these facilities will begin as soon as the engineering work has been completed.

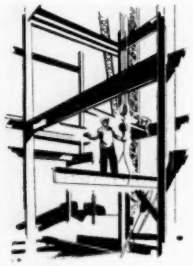
It was pointed out that the addition of 750,000 tons will bring Armco's total ingot capacity to nearly seven million tons by mid-1959.

Shamrock Constructing Winter Park Building

WINTER PARK, FLA. Shamrock Studios here has under construction a fourth film production building which will increase this area's importance as a movie production center.

Thomas B. Carey, president of Shamrock, said the organization also has a fifth sound stage on the drawing board.

Carey in an additional announcement said that Al Schneider, former executive of National Broadcasting Company, had been appointed general manager of Shamrock.



NEW PLANT SUMMARY

The following is a summary of major industrial plants reported to the RECORD during the month of February, 1957. This information has been checked with the Southern Association of Science and Industry and various state development agencies.

Number of employees is indicated by the code: A (under 25); B (25-100); C (100-250); D (250-1000); and E (over 1000).

ALABAMA

Clanton—Farmers Marketing & Exchange, fertilizer and farm supplies, $100,000. (B)

Cullman—Alabama Poultry Enterprises, Forest Ingram, Pres. Poultry processing. Operation est. to begin Oct., 1957. $500,000. (C)

Cullman—Provico Feed Mill, feed, $500,000.

Foley—J. B. Foley Co., drugs, $100,000.

Gadsen—Phillips, Inc., wax and disinfectants.

Hamilton—The Harris Box Co., Fred Harris, Pres. Chip board boxes. Operation est. to begin April, 1957. $150,000. (B)

Opelika—Hedlund Mfg. Co., H. C. Kettlekamp, Pres. Water skis. Operation est. to begin May, 1957. (B)

ARKANSAS

Conway and Little Rock Air Force Base—Oklahoma Mississippi Line, Inc., fuel, storage and transport.

Fort Smith—National Wood Turning Co., Inc., Charles Holland, Pres. Furniture blanks.

Little Rock—Teletype Corp., Div. of Western Electric Co., B. P. Cottrell, Pres., Teletype machines. Operation est. to begin 1959. $8 million. (E)

Magnolia—Hecker Mfg. Co., bathroom equipment. (C)

North Little Rock—Kem-Tox, A. F. Ewing, Pres. Insecticide, rodent poisons.

Star City—Wozencraft Lumber Co., Stanley H. Wozencraft, Pres. Hardwood lumber products. $75,000. (B)

Texarkana—North Texas Mfg. Co., electronic components. (B)

Texarkana—Reade Mfg. Co., Inc., weed-killing chemicals.

FLORIDA

Fort Lauderdale—Airfax Products Co., Herbert Cook, Pres. Components for electric computing machines and automatic controls. Operation began April 1, 1957. (C)

Hialeah—Western Electric Co., telephone booths. (D)

Hudson—Bailey Production Co., limestone quarry, rock crushing. Operation began Feb., 1957.

La Belle—Powell Furniture Co., furniture. Operation began Feb., 1957. $40,000.

Orlando—Podium Publishing Co., Inc. Operation began Feb., 1957.

St. Petersburg—Electronic Communications, Inc., electronics for defense. $2 million. (D)

St. Petersburg—William J. Moran, Inc. Operation began Feb., 1957. $2 million.

South Dade County—American Machine and Research Corp., small diesel engines. Operation est. to begin mid-1958. (C)

GEORGIA

Atlanta—Gordon Foods, Pat O'Brien, Pres. Potato chips, snack foods. Operation est. to begin April, 1957. $3 million.

Atlanta—Southeastern Fibre Drum Co., 744 Murphy Ave., S.W., Charles R. and Eugene Grotnes. Fibre shipping containers.

Clarkesville—Scovill Mfg. Co., Cornelia Hwy., zippers. Operation began Feb., 1957. $525,000. (B)

Doraville—Southern Pipe Coating Div. of J. B. Foster Co., Buford Hwy., pipe coating. Operation est. to begin mid-1957.

Summerville—Bagley Mobile Milling Co., mill.

Valdosta—Carr Consolidated Biscuit Co., bakery items. Operation est. to begin early, 1958. $500,000. (C)

Waycross—J. C. Penny Co., materials.

KENTUCKY

No Plants Reported.

LOUISIANA

Baton Rouge—Gulf States Utilities, H. C. Leonard, Exec. Vice-Pres. $20 million.

Homer—Alabama Box Co., soft drink cases. Construction began Feb., 1957. $150,000. (B)

MARYLAND

Baltimore — Electronics Communications, Inc., Dr. D. D. King, Vice-Pres. Laboratory. Subsidiary of Air Associates, Inc. of New Jersey.

MISSISSIPPI

Blue Mountain—Ripley Mfg. Co., lamps.

Indianola—Hayes-Sammons Chemical Co., Thomas B. Sammons, Jr., Pres. Argricultural Chemicals.

NORTH CAROLINA

Burgaw—The Box Shop, bee hives, lawn furniture, shipping cases.

Kernersville—Calilounger, Inc., reclining chairs. (C)

Lumberton—Pineland Poultry Co., Inc., poultry processing. (B)

Mocksville—Blackwelder Mfg. Co., men's and boys' shirts. (B)

Oxford—Ray Lumber Co., dressing of oak flooring. (B)

Statesville—Carolina Culvert & Metal Co., Inc., corrugated metal culverts. (B)

Wadesboro—Abbey Mfg. Co., ladies' dresses. (B)

OKLAHOMA

Lawton—Artco, Inc., machine tools, $350,000. (C)

McAllister—Elsing Mfg. Co., women's blouses. (B)

Muskogee—Callery Chemical Co., high energy fuel. Construction began March, 1957. $38 million. (D)

Muskogee—Fanstool Metallurgical Co. Under construction.

Oklahoma City—Western Electric Co., Reno Ave., Arthur B. Goetze, Pres. Electromechanical switching equipment. Construction est. to begin 1958, completion est. 1961. $35 million. (E)

Wewoka—Crushy Enterprises, research products. Under construction.

SOUTH CAROLINA

Bennettsville—Oak River Mills, synthetic and blended yarns. Operation est. to begin spring, 1957. (C)

Blacksburg—Dodgeville Finishing Co., textile processing. Home office, Attleboro, Mass. (C)

Blaney—Whitehead Brothers Co., Chris Mathiesen, Vice-Pres. Silica sands. Home office, New York City.

Charleston—Gulf Oil Corp., oil refinery.

Charleston—Texas Oil Co., oil canning plant.

Alabama Reporters

John E. Bryan, General Manager of the Birmingham Chamber of Commerce.

L. B. Dickson, Director, Industrial Division Alabama State Chamber of Commerce.

Pleas Looney, Director of Alabama Planning and Industrial Development Board.

Estill—Estill Mfg. Co., clothing. (C)
Pinewood—Pinewood Mfg. Co., clothing. (B)

TENNESSEE

Bristol—Sperry Rand Corp., electronic devices. Operation est. to begin early 1958 (E)

Chattanooga—American Saddlery Co., 1017 Taft Ave., L. O. Price, Owner. Saddles, riding equipment. Operation began Jan., 1957.

Chattanooga—Pierce Welding & Machine Co., 2500 Rossville Blvd., O. D. Pierce, Owner. Machine shop. Operation began Jan. 1957.

Chattanooga—RVA Mfg. Co., 3302 Dodds Ave., Maurice Quinn, Mgr. Cabinet tops. Operation began Jan., 1957.

Lexington—Panoply Corp., plywood assembly plant. Construction began March. 1957. (B)

Memphis—Oberman & Co. of Jefferson City, Mo., 706 Royal, Paul Payne, Mgr. Men's casual and work clothes. Operation began March, 1957. (B)

Murfreesboro—Nix-A-Mite, Inc., 910 Ridgely Rd., John D. Swartzbaugh, Pres. Pest control.

Nashville—Transit Ready-Mix, Inc., Fleming Smith, Pres. Concrete. $450,000.

Oak Ridge—Ralph Rogers & Co., John Sweeney, Mgr. Limestone quarry. Operation est. to begin April, 1957. (C)

Sherwood—Campora Brothers Mfg. Co., shirts. Operation began Feb., 1957. (C)

Union City—H. K. Porter Co., Inc., electrical equipment. Operation est. to begin mid-1958. (D)

TEXAS

Aransas Pass—Herndon Marine Products, Sydney E. Herndon, Pres. Package and wholesale shrimp.

Beaumont—Jefferson Iron Works, C. R. Brown, Pres. Structural steel.

Beaumont—Texas Gulf Sulphur Co., Fred M. Nelson, Pres. Sulphur mining.

Dallas—Cupples Products Corp., Allan Green, Mgr. Assembly of aluminum windows and doors.

Dallas—Preston Laboratories, Inc., 12505 N. Central Expressway, Jules Press, Pres. Pharmaceuticals. $50,000. (B)

Dallas—Southwestern Industrial Materials Corp., industrial oil and grease absorbents. Construction began Nov., 1956.

Dallas—Texas Instruments Incorporated, Semiconductor-Components Div., J. E. Jonsson, Pres. Transistors, electronic components. Construction began Feb., 1957. $4 million. (E)

Dallas—Wichfield Aviation, Inc., H. L. Wichman, Pres., aircraft design research, development, testing.

Denison—Yellow Jacket Industries, Inc., R. A. McDerby, Pres. Boats. $100,000. (C)

Garland—Pollock Paper Co., Lawrence Pollock, Pres. Containers. Construction began Feb., 1957. (C)

Marfa—Farah Mfg. Co., James Farah, Pres. Blue jeans. Operation est. to begin June, 1957. (D)

Marshall—Javon Mills, O. C. Hope, Pres. Hosiery. Operation est. to begin April, 1957. $125,000. (B)

Orange—Firestone Tire & Rubber Co., butadiene. Multi-million dollar project. Operation began April 1, 1957.

Tyler—Continental Can Co., Inc., Robert Gair Div., corrugated shipping containers.

VIRGINIA

Halle Mines, Inc., manganese. Operation began Feb., 1957.

Standard Bag Corp., paper bags. Operation est. to begin summer, 1957. (B)

WEST VIRGINIA

Washington—Marbon Chemical Division of Borg-Warner Corp., cycolac. Operation est. to begin late spring, 1957. $10 Million.

SEABOARD PROJECT

New $600,000 Spur Track Set For Lehigh Cement Unit

MIAMI. The Seaboard Air Line Railroad has begun construction of a $600,000 eight-mile spur track from its main line southwest of Miami to the plant site of the Lehigh Portland Cement Company west of the Miami International Airport.

The company announced several weeks ago that it also was building another railroad spur track, of about the same length and cost, from its main line south of Miami to the site of the General Portland Cement Company. This lines goes westwardly to Krome Avenue between Coral Reef Drive and Howard Drive, thence northwardly to the cement plant site.

The spur to the Lehigh Portland Cement Company plant site turns westward from the Seaboard's main line at Oleander, parallels Twenty-fifth Street N.W. but about a mile south, crosses North Line Canal, thence to the plant site.

Contract for grading the 100-foot rights-of-way for both spurs was awarded to Troup Brothers, Inc., of Miami. Track work on both projects is being done by Bailes-Sey Contractors, Inc., of Jacksonville.

The Atlantic Foundation Company, of Miami Beach, is doing some trestle construction which was found necessary on the spur to the Lehigh plant site.

R. G. LeTourneau is credited with most of the basic design fundamentals of earthmoving equipment.

$10 MILLION INVESTMENT

Texas Gulf's Mexican Firm Begins Producing Sulphur

HOUSTON. Texas Gulf Sulphur Company's Mexican affiliate—Compania Exploradora del Istmo, S. A., has begun production of sulphur with its recently completed Frasch System Extraction Plant at Nopalapa, State of Veracruz, on the Isthmus of Tehuantepec in southern Mexico. This announcement was made by Mr. Fred M. Nelson, President of the American Firm.

Production of the yellow mineral began after almost seven years of exploration and development and an investment of over $10 million. Initial production was limited and does not indicate the capacity production hoped to be obtained within a short time.

Texas Gulf Sulphur Company's affiliate obtained the concession from the Mexican Government late in 1949, receiving lands sufficient to carry out a large scale exploration program. In carrying out this work the Company brought the world's best known sulphur geologists and top geophysical crews to Mexico to make a complete study of the areas.

These experts, who were aided in their work by having available the best and most modern equipment, located deposits that were believed to be commercial. All of the acreage originally granted with the geological studies pertaining thereto was released to the Mexican Government with the exception of 5,997 hectares (about 13,000 acres) on which the sulphur deposits were located.

In June 1956, before the onset of the hurricane season, the sea-going plant was towed from its base at Moss Bluff to Galveston, thence directly across the Gulf of Mexico to the port of Coatzacoalcos, Veracruz. Following a direct line between the two ports, the voyage was made in 4½ days, about the same time as that taken by freight vessels. The barge mounted plant was transported from Coatzacoalcos up the two Rivers (Rio Coatzacoalcos and Rio Coachapa) and through the prepared channel to its foundation without mishap, the entire enterprise an engineering feat that would not have been attempted even a few years ago.

Following the exploration period and working in almost continuous rain, the installation, erection and completion of all auxiliary installations were carried out. These installations included building of fresh and disposal water reservoirs, pipe lines, relay stations, fuel storage and electrical distribution system, all of which have been tested and found wholly satisfactory. In addition

LeTOURNEAU TO RE-ENTER EARTHMOVING BUSINESS

LONGVIEW, TEXAS. The big R. G. LeTourneau, Inc., plant here will have a considerable enlargement of its activities when the company re-enters the manufacture of earthmoving equipment after an absence of five years.

The earthmoving business of LeTourneau was sold to Westinghouse Air Brake Company for $31 million four years ago. Included in the sale was an agreement that LeTourneau would refrain from building and selling earthmoving equipment for a period of five years, ending May 1, 1958. The company's re-entry into the field will come after the latter date.

Since the sale, LeTourneau's operation in Longview has been developing gigantic, ultra-powerful equipment for such fields as land clearing, off-road transportation, logging, heavy materials handling, offshore drilling, and other fields not related to earthmoving.

The plant here is on a 12,000-acre site and has some 900 employes.

A new trademark—"AR-GEE"—has been developed for the new line of earthmoving machines.

The radically different "electric wheel" power arrangement which will be introduced to the earthmoving industry already has been thoroughly proved on the mammoth non-earthmoving equipment. LeTourneau is turning out at the plant here and near Vicksburg, Mississippi.

Briefly, the electric wheel system is a relatively simple arrangement of high-torque electric motors spotted over every machine—geared directly to the insides of each wheel and to all the points where power is needed.

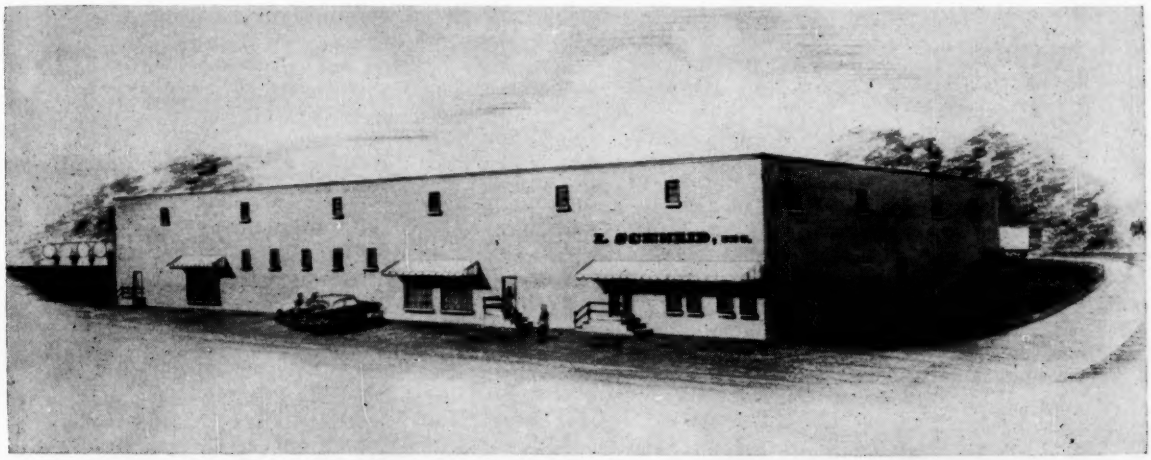
To supply current to these electric motors, a high-powered diesel engine is mounted on the machine to drive ac and dc generators.

R. G. LeTourneau, head of the company, holds some 250 United States patents in his name. He is credited with most of the basic design fundamentals used by earthmoving manufacturers today, and has achieved many national honors for outstanding contributions to the industry.

PIPER TO BUILD AT VERO BEACH

VERO BEACH, FLA. The Piper Aircraft Company has announced plans for a new operation here.

To be known as the Piper Aircraft Development Center, it will be devoted to the design, construction and test flights of experimental planes being developed for future marketing by Piper.



I. Schneid, Inc., manufacturers of building maintenance and sanitary supplies since 1948, moved into this new building of steel, brick and reinforced concrete at 765 Trabert Ave., N. W., in Atlanta, March 1. According to I. Schneid, President, the move was necessary to accommodate continued growth and to permit the company's future territorial expansion. The manufacturing chemists produce a full line of waxes, floor cleaners, hand soaps, deodorants, disinfectants and insecticides.

to the above, housing for personnel was also provided.

During the time the auxiliary installations were being completed, the Company carried out a thorough program of testing and defining the dome and in preparing it for production.

The firm's geologists, engineers and geophysicists, with the help of local labor crews, literally cut their way through the tropical underbrush of the southern Mexican jungle to all parts of the large exploration area to carry out the first scientific study of this part of the Isthmus of Tehuantepec. The Sulphur Company selected the area known as West Nopalapa, located in the region originally known as Filisola, as the area to be developed and produced.

Upon completion of the exploration program a contract for the world's first sea-going extraction plant, mounted on two barges, was awarded to Brown and Root, Inc., construction engineers, Houston, Texas. Upon completion by the above firm, the plant was moved from its docks in Buffalo Bayou to Texas Gulf Sulphur Company's Moss Bluff Mine in Liberty County, Texas, where it was thoroughly tested at an operating mine and prepared for the pending sea voyage to the Isthmus of Tehuantepec.

Preparing for the time when the barge mounted extraction plant would be delivered, Texas Gulf Sulphur Company's Mexican firm dredged a channel from the Coachapa River to the Company's mine, a distance of 3½ kilometers (about two miles). The channel was dredged to a width of 90 feet and to a depth of 6 feet below sea level, giving the private waterway an approximate minimum depth of 7 feet of year round water, assuring access to and from the property. At the terminal of the channel a turning basin was built and foundation prepared to receive the plant upon its delivery.

Beaumont, Texas, Gets New Plants

BEAUMONT. Four new plants and expansions have just been announced for this area in Texas, according to the Beaumont Chamber of Commerce.

Neches Butane Products Company, for example, has a huge program under way to expand its Butiadene plant capacity at Port Neches by 50 per cent. W. H. Hoffman, president, said the cost would run between $20 and $30 million.

The Texas Gulf Sulphur Company is building a new plant at the Fannett salt dome, south of Beaumont, for the mining of sulphur by the Franch process. Fred M. Nelson is president of Texas Gulf.

Jefferson Iron Works is constructing a new 10,000 square foot plant on a 17-acre site. This firm, of which C. R. Brown is president, is a supplier of structural steel to industries and home builders.

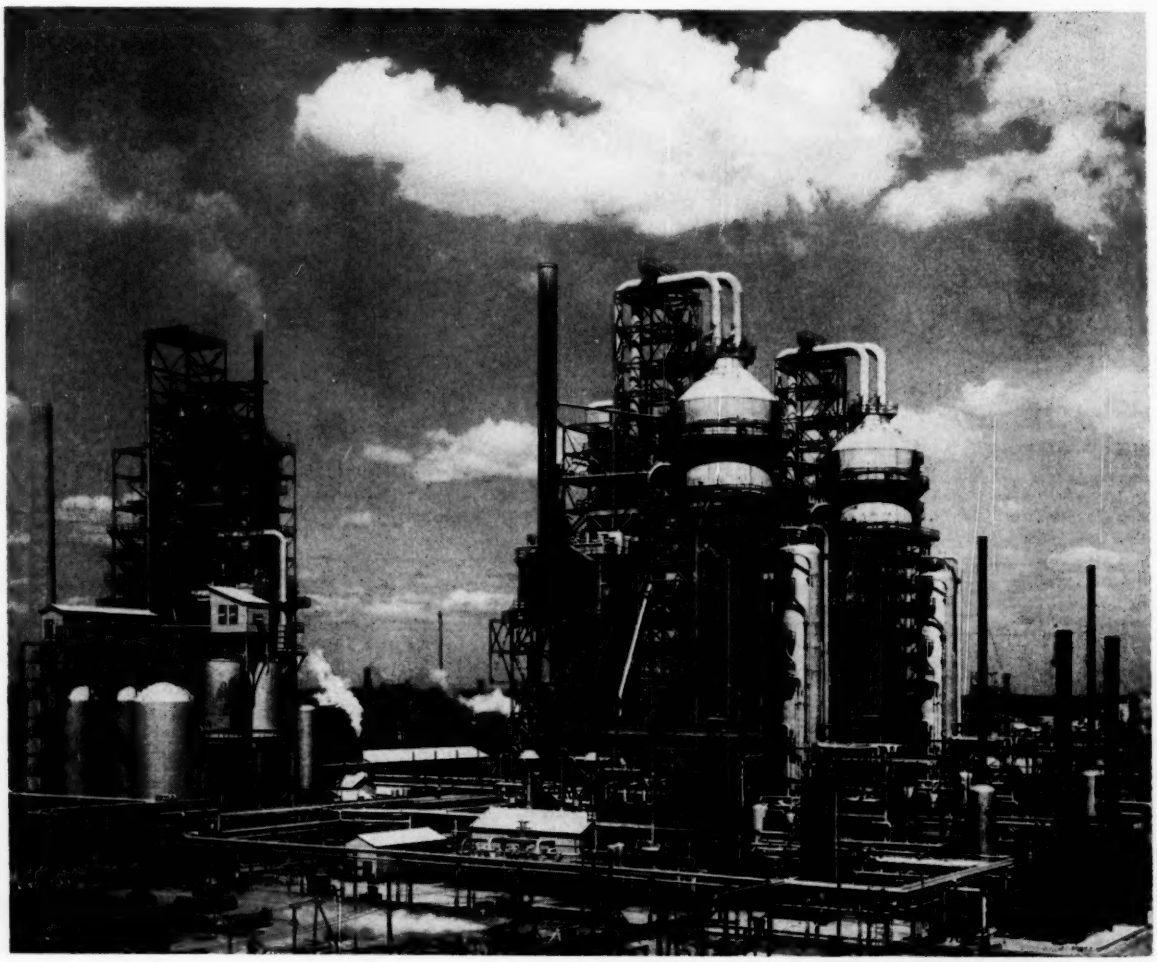
Ohmstede Company, Inc., a new concern, is building a new plant containing 6,000 square feet to manufacture alloy steel studs. Gene Ohmstede is president.

LION OIL PLANS HOUSTON MOVE

EL DORADO, ARK. T. M. Martin, president of Lion Oil Company, a Division of Monsanto Chemical Company, has announced that the company plans to move the offices of personnel supervising its production and exploration operations from El Dorado to Houston, Texas.

Martin stated that the crude oil and natural gas production and exploration operations of the company have expanded through the mid-continent and Rocky Mountain areas from Canada to the Gulf of Mexico. For some years Lion has had regional offices at Denver, Colo.; Wichita, Kan.; Midland, Tex.; and Shreveport, La., none of which will be affected by the change. "The success of oil and gas operations depends on a continuing search for new underground reserves. Lion is engaged in an intensive program of this nature and an oil center like Houston offers more opportunities for growth in both domestic and foreign operations," he said.

Martin pointed out that Lion has joined with several other companies in oil and gas ventures in Venezuela and is participating in other foreign exploration in Central and South America. Houston is a more convenient base for such foreign activity and also presents greater opportunity for entering into offshore drilling in the Gulf of Mexico.



These are the three fluid catalytic cracking units at Esso Standard Oil Company's Baton Rouge refinery. The big plant is typical of the various types of chemical facilities built and being built in the South. This operation produces high octane motor fuel, materials for aviation gasoline, raw materials for synthetic rubber and other chemicals from oil.

TEXAS PACES NATION

South Wraps Up 56 Per Cent Of Chemical Industry Budget

By Josie Lucchese

When chemical industry plants now under construction or definitely planned are completed, the amount of money invested by the industry in the South will total more than 56 per cent of the value of all such plants now underway in the nation.

This fact was revealed in a special tabulation of figures compiled by MANUFACTURERS RECORD from the 1956 national survey done by Gen. John E. Hull, U.S.A. (Ret.), president of Manufacturing Chemists Association, Inc.

In addition to the fact that the 15 State Southern area claims more than half the wealth of the country's chemical industry, two of these States lead the nation in chemical industry investments, and three more Southern States rank among the top ten in the country.

Texas, with a total value estimated at $639,961,000, leads the nation in total investment. With 81 units completed, under construction or planned, Texas also took first honors by having the largest number of industries. Louisiana has the second largest figure, approximately $378,660,000, with a total of 39 projects. California with 65 projects is second in the nation in the number of units, but has an investment approximately $141 million smaller than Louisiana's.

Fourth in the country in regard to total investment is Florida, whose in-

vestment is estimated at $237,925,000. West Virginia, with an investment of approximately $229,495,000, has the fifth largest number. A total investment estimated at $145,800,000 puts Tennessee in seventh place in the nation.

From the standpoint of total investment, all except four of the Southern States rank in top half positions in the nation. Georgia is eleventh; Virginia, twelfth; Kentucky, sixteenth. Alabama is nineteenth; Maryland, twentieth, and Oklahoma, twenty-third. Mississippi and North Carolina rank twenty-eighth and twenty-ninth, respectively; Arkansas and South Carolina are thirty-seventh and thirty-ninth, respectively. States outside the 15 State Southern area which are among the top ten in the country in regard to chemical plant investment are Calfornia in third place; Ohio, sixth; Michigan, eighth; New Jersey, ninth, and Pennsylvania, tenth.

Eight Southern leaders — Texas, Louisiana, Florida, West Virginia, Tennessee, Georgia, Virginia and Kentucky—account for more than one half of the investments made and planned by the chemical industry. Total expenditures in these states will reach $1,899,226,000 as compared to the national total of $3,661,124,000. Those eight states pace the South, putting this area far out ahead of any other region in the nation.

Sixty-five per cent of chemical industries now under construction are being built in the South. Of chemical plants still in the planning stage, slightly more than 50 per cent will be located in the South. And 47 per cent of the country's existing chemical plants have their sites in the 15 State Southern area.

Consolidation of national figures for facilities completed during 1956, under construction, and planned, shows that the chemical industry is currently making its largest investment, $862 million, in organic chemicals. The second largest sum, $816 million, is being invested in the field of inorganic chemicals. The third largest investment of $465 million is being made for chemically produced metals or metallic compounds, exclusive of aluminum, processed uranium, copper and ferroalloys.

Investment in other product classifications are fertilizer chemicals, plastics and resins, chemical fibers, synthetic rubber, basic chemicals from petroleum and natural gas, and miscellaneous chemicals.

The chemical industry will spend an estimated $2.5 billion on new domestic chemical construction throughout 1957 and 1958, reports General Hull. The Manufacturing Chemists Association survey showed that domestic chemical construction projects brought into production during 1956 cost more than $1.1 billion. These totaled 354 of the 760 projects included in the survey. An additional 278 projects now under construction will cost an estimated $1.8 billion, and another 128 projects are definitely planned at an estimated cost of $717 million, states General Hull.

"This record construction of new facilities," said General Hull, "clearly indicates the confidence of the chemical industry in the strength of the American economy. These large investments . . . are being made primarily because of the steady growth of demand for chemicals, both because of the expanding economy and because research is continually developing new uses for chemical products.

"Another important reason," continues General Hull, "is that chemical companies are continually seeking to relieve pressures of higher costs and increasingly strenuous competition by investing in more efficient production units."

The chemical industry completed in 1956 new research facilities at a cost of $42 million. A sum of $37 million is invested in plants now under construction, and definitely planned new facilities will cost an estimated $16 million. These figures represent a total $95 million which the chemical industry has invested in its current and future growth.

CHEMICAL INDUSTRY INVESTMENTS IN THE SOUTH—1956

State	Planned	Under Construction	Completed	Total
Alabama	$ 1,300,000	$ 16,300,000	$ 28,900,000	$ 46,500,000
Arkansas	1,500,000	1,350,000	1,200,000	4,050,000
Florida	42,425,000	171,250,000	24,250,000	237,925,000
Georgia	24,500,000	44,450,000	25,000,000	93,950,000
Kentucky	3,000,000	41,470,000	37,250,000	81,720,000
Louisiana	80,100,000	279,150,000	19,410,000	378,660,000
Maryland	.....	25,200,000	20,300,000	45,500,000
Mississippi	15,500,000	1,000,000	2,500,000	19,000,000
North Carolina	11,500,000	4,850,000	1,250,000	17,600,000
Oklahoma	3,000,000	1,000,000	24,100,000	28,100,000
South Carolina	2,500,000	.....	750,000	3,250,000
Tennessee	61,000,000	19,250,000	65,550,000	145,800,000
Texas	85,000,000	400,300,000	154,661,000	639,961,000
Virginia	500,000	62,600,000	28,615,000	91,715,000
West Virginia	27,300,000	94,600,000	107,595,000	229,495,000
SOUTH TOTAL	359,125,000	1,162,770,000	541,331,000	2,063,226,000
U. S. TOTAL	718,031,000	1,781,904,000	1,161,189,000	3,661,124,000
South Percentage	50%	65%	47%	56%

WESTINGHOUSE BUILDING $25 MILLION ATHENS UNIT

ATHENS, GA. Construction has been started here on the new $25 million distribution transformer plant of Westinghouse Electric Corporation.

Ground for the new project was broken recently at ceremonies attended by Gwilym A. Price, chairman and president of the company, and members of the company's board of directors.

Gordon C. Hurlbert, who will manage the new facility, also took an active part in the ceremonies.

In his talk at the ground breaking, Price referred to the presence of the Westinghouse directors and observed: "Like all leaders of American business and industry, they have great interest in the industrial strides being made in the South today. And it is they who have given enthusiastic support to the steady expansion of Westinghouse in the South."

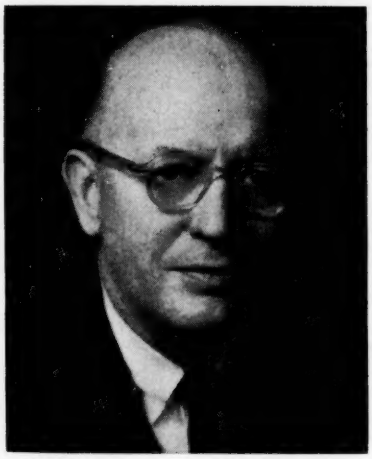
Hurlbert, currently manager of the company's distribution transformer department, described the new plant as one of the largest Westinghouse facilities in the entire South and "the most modern of its kind in the electrical industry."

Pointing out that the plant should be in operation by Summer of next year, Hurlbert said it eventually will provide employment for some 1,200 persons.

He said Athens was chosen as the site for the new operation because of an adequate supply of electricity from Georgia Power Company, the abundant natural gas and fine rail and highway transportation facilities, and because it is close to markets, especially in the growing South.

Following the ground-breaking, members of the board of directors held their regular monthly meeting in Atlanta, marking the first time they had met in the Southeast.

The steel work shown going up here is part of the construction now under way on the new Johns-Manville Transite asbestos-cement pipe plant at Denison, Texas. Scheduled for completion late this year, the facility will have about 270 employes and an annual payroll of some $1.2 million. It will have 350,000 square feet of floor space.



H. R. Peck announces Armstrong Macon expansion.

Macon Tile Facility To Be Enlarged By Armstrong Cork

MACON, GA. A major expansion project to increase the production of acoustical ceiling tile at the Macon, Georgia, Plant of the Armstrong Cork Company has been announced by H. R. Peck, Vice-President and General Manager of Building Materials Operations.

The project includes a one-story building comprising 72,000 square feet of floor space to substantially increase fabricating facilities for Cushiontone and Temlock ceiling tile. The building is scheduled for completion about May 15 and the new equipment is expected to be installed and ready for production by late July, Peck said.

Peck said the new building will house equipment for cutting, sizing, painting, drilling and inspecting and packaging Cushiontone.

The new project follows by less than one year completion of new facilities—including a second board mill—that doubled production capacity and made the Macon installation one of the largest fiberboard plants in the world.

"There is a national trend toward an ever-increasing use of acoustical materials for sound conditioning projects in new construction and in remodeling, renovating, and reconditioning in homes and public buildings," Peck said. "Our new facilities at Macon will enable the Company to keep abreast of this expanding field."

Power Plant Contract Set

GRAHAM STATION, W. VA. Sollitt Construction Company, of South Bend, Ind., has been awarded a contract for general construction work on the installation of a new 450,000-kilowatt steam-electric generating unit at the Philip Sporn Plant, Graham Station, it was announced here.

Sporn Plant, with a present capacity of 600,000 kilowatts, already is the largest plant on the seven-state American Gas and Electric System. It is owned jointly by Appalachian Electric Power Company and Ohio Power Company—AGE operating subsidiaries.

Construction of the building to house the new Sporn unit is scheduled to begin in April. An estimated 50,000 cubic yards of concrete and 4,500 tons of structural steel will go into its construction. Cost of the project has been estimated at $58 million, and the unit is expected to be placed in operation late in 1959.

The 450,000-kilowatt Sporn unit is 73 per cent larger than any generating unit operating today. Construction of a sister unit, of the same size, is scheduled to begin in June at another American Gas and Electric System station—Breed Plant, on the Wabash River in Sullivan County, Ind., owned by Indiana & Michigan Electric Company.

Sollitt Construction carried out general construction work on the Sporn Plant's four existing units, the last of which was completed in February 1952. The company also performed similar work on the Ohio Valley Electric Corporation's Clifty Creek Plant, at Madison, Ind.

Radio Observatory Site To Be Selected

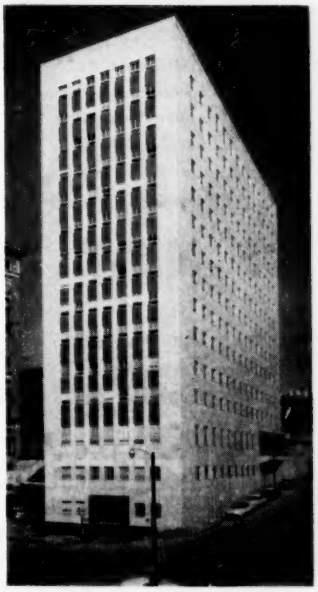
GREEN BANK, W. VA. Alan T. Waterman, Director of the National Science Foundation, has announced that the Corps of Engineers, U. S. Army, has undertaken acquisition of the site for the Foundation-supported radio astronomy observatory at Green Bank.

The Engineers, acting on behalf of the Foundation, have established a field office for this purpose at Marlinton, West Virginia. The new research center for radio astronomy will be constructed and operated for the use of the Nation's scientists by Associated Universities, Inc., under contract to the Foundation.

Land to be purchased will encompass approximately 2,100 acres. In order that the observatory may be protected to the maximum extent possible from man-made radio noise or interference, restrictive easements will be acquired, as necessary, on approximately 10,000 acres of the privately owned lands adjoining the site. It is not anticipated that these easements will interfere with the normal activities or purposes for which these lands are currently being used.

The Green Bank site fulfills most requirements for an ideal site for a radio telescope—requirements which are extremely stringent in terms of the need for an absolute minimum of radio noise or interference on wave lengths below 10 meters.

The recently completed State Office Building, Richmond, Va. Merrill C. Lee, Architect; Marcellus Wright and Son, Consulting Architect. Virginia Engineering Company, Contractors.



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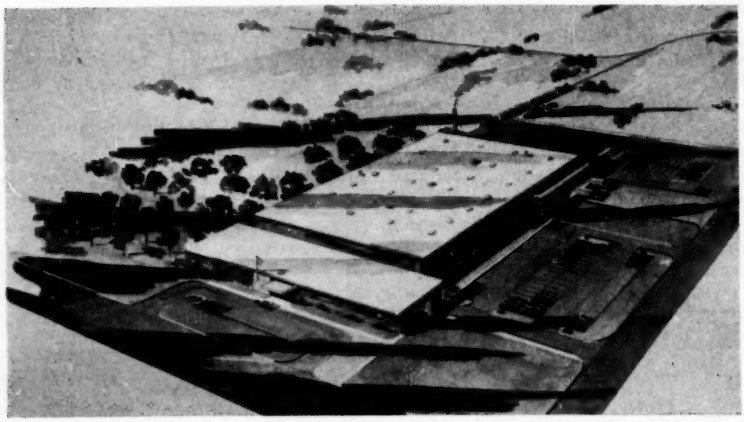


This 75,000 square foot building is to be constructed in the Little Rock Industrial District by Industrial Development Company for the Teletype Corporation.

LITTLE ROCK WILL BE SITE OF NEW TELETYPE PLANT

Unit To Have 400,000 Square Feet Of Space; Employment Is Expected To Reach 1,600

LITTLE ROCK. The Teletype Corporation, headquartered in Chicago, has announced the purchase of approximately 160 acres of land in the Little Rock Industrial District as a plant site.

Teletype President J. J. O'Brien said present plans call for the construction of a modern, fully air-conditioned manufacturing and office facility of some 400,000 square feet.

When in full operation, it is anticipated that as many as 1,600 persons will be employed. A completely autonomous unit, from the purchase of raw materials, through machining, assembly and merchandising of the company's new line of high speed printing telegraph equipment is contemplated.

Prior to the construction of permanent facilities on the 160-acre tract, the Teletype Corporation is leasing a 75,000 square foot building to be constructed by Industrial Development Company here. Target date for completion of this building is August 1 this year.

It is estimated that 425 new employees will be required for the initial operation.

O'Brien said one of the factors which led the company to intensify their consideration of Little Rock was the fact that the community was genuinely anxious to attract new industries and had been farsighted enough to have facilities available in advance of need.

Local men participating in the negotiations with the company included R. A. Lile, president of Industrial Development Company; Everett Tucker, Jr., industrial manager of the Chamber of Commerce, and R. C. Butler, attorney for the development firm and past president of the Little Rock Chamber.

The Teletype Corporation is a subsidiary of the Western Electric Company, the manufacturing unit for the Bell Telephone System, and is the nation's largest producer of equipment for printing telegraph communications.

W. M. Shepherd, president of the Chamber, said that with the move by Teletype, "Little Rock has secured a blue chip industry that is already planning to expand and to continue expansion."

American Potash's Aberdeen Facility Under Construction

ABERDEEN, MISS. Construction has begun near here on a new sodium chlorate plant for the American Potash and Chemical Corporation. The project will cost $5 million.

Officials said the plant is scheduled to be in operation by mid-1958. Initially, it will provide employment for about 75 men. It will be on a site of 586 acres.

Initial production will be at the rate of 15,000 tons of sodium chlorate a year, and provision has been made for possible future expansion into other chemical fields.

Officials pointed out that the new facility marks the first venture by American Potash and Chemical east of the Mississippi River for the manufacture of its Trona electrochemicals.

When the plant is in operation, the company statement added, it is believed that the company will be the largest producer of sodium chlorate in the Western Hemisphere.

It was explained that this area was chosen as the plant site because of low cost electric power and because of the strategic location in the heart of the South's expanding pulp and paper industry.

Sodium chlorate is used in the chlorine dioxide bleaching process for kraft and pulp paper. It is also used as a weed killer and cotton defoliant.

Girdler Firm Enlarges Louisville Catalyst Unit

LOUISVILLE, KY. The Girdler Company, Louisville, has invested $450,000 in the expansion of its catalyst plant. The announcement was made by W. Roberts Wood, president of the company. Girdler is a division of National Cylinder Gas Company, Chicago, which is headed by Charles J. Haines.

Dr. Ronald E. Reitmeier, manager of the Girdler catalyst department, said the expanded facilities will increase production rates, permit the introduction of new catalysts in the petroleum, chemical and food fields, and improve manufacturing processes.

TEXAS PROJECT LARGEST

Firestone Invests $30 Million In Plants And Improvements

AKRON. Four new manufacturing plants costing approximately $30 million will be completed by The Firestone Tire & Rubber Company during the next few months in one of the largest concentrated building programs ever undertaken in the rubber industry.

In addition to the new plants under construction Firestone is going ahead with extensive expansion, modernization, and improvement plans in many of its existing plants, according to Harvey S. Firestone, Jr., chairman.

The new plants scheduled for completion between now and October are a butadiene manufacturing plant at Orange, Texas; a tire plant at Havana, Cuba; and air springs plant at Noblesville, Indiana; and a tire plant in Manila, Philippine Islands.

The expansion, improvement or modernization plans are under way at Firestone plants at Pottstown, Pennsylvania; Lake Charles, Louisiana; Akron, Ohio; Fall River, Massachusetts; Los Angeles, California, and Des Moines, Iowa, in the United States, and in Brentford, England; Buenos Aires, Argentina, and Port Elizabeth, South Africa, overseas. A multimillion dollar expansion program has also been announced for Firestone's Hamilton, Ontario, plant and construction of the new facilities is expected to begin immediately.

"This construction and improvement program will put Firestone in a better position than ever before to take advantage of the expanded opportunities for business in the years ahead," Firestone said.

"The expansion program will increase our capacity for the production of synthetic rubber to 230,000 tons a year within the next few months," he added. "This high level capacity for synthetic production plus our facilities for producing natural rubber in Liberia and Brazil marks our company as the world's largest producer of rubber."

Firestone said the new construction program alone would create employment for more than 1,500 men and women and increase the firm's annual tire building potential by 250,000 units.

Expansions in existing plants will provide employment for hundreds of additional persons, increase efficiency, and increase production capacity, according to Mr. Firestone.

The largest new construction project is the plant at Orange, Texas, which will manufacture butadiene, a basic ingredient in the production of synthetic rubber, for Firestone synthetic plants at Lake Charles and Akron.

The multimillion dollar plant is scheduled for completion by April 1. It will have a capacity of 40,000 tons a year.

Texas Plant

Butane, a liquefied petroleum gas used in the production of butadiene, will be shipped into the Texas plant through a network of pipelines from various parts of the state.

Firestone's air springs plant at Noblesville is scheduled for completion by mid-year and will go into volume production in July.

Executives of the company expect substantial business volume in the new product to be marketed as "Airide" by Firestone. The springs are designed to replace steel springs in automobiles of the future. They will permit cars to be constructed lower than any automobiles mass produced so far, and give a much softer ride than steel spring vehicles.

The Havana plant under construction will begin the production of tires within the next six months.

The new plant will help fulfill the desire of the Cuban government for the production of enough tires within that country to satisfy all domestic requirements of car and truck owners, according to Firestone.

The Philippine plant located ten miles outside Manila is expected to begin production of tires for passenger cars, trucks and off-the-road vehicles by October.

The Philippine plant is the 14th foreign plant to be built by Firestone. It was undertaken to service the 115,000 motor vehicles in the Philippines as well as the thousands of new cars and trucks being assembled and imported annually into the islands.

Firestone plants in the United States are located at Akron, Ohio; Los Angeles, California; Memphis, Tennessee; Pottstown, Pennsylvania; Des Moines, Iowa; Fall River, Massachusetts; Noblesville, Indiana; New Castle, Indiana; Wyandotte, Michigan; Lake Charles, Louisiana; New Bedford, Massachuestts; Gastonia, North Carolina; Magnolia, Arkansas; Bennettsville, South Carolina; and Orange, Texas.

H. K. PORTER SETS UNION CITY UNIT

UNION CITY, TENN. A modern industrial plant to manufacture electrical equipment will be erected on a 138-acre site in Union City, Tennessee, according to an announcement by H. K. Porter Company, Inc. Among products to be manufactured there will be switchgear, protective devices and transformers. The Tennessee plant is expected to be completed in mid-1958.

Porter's Delta-Star Electric Division, with plants in Chicago and Philadelphia, now manufactures heavy duty electrical equipment for utilities and industry, as well as aluminum conductor systems, lightning arresters and hydraulic ladder mounts.

Porter recently announced its entrance into the chemical field and is constructing a plant in Pascagoula, Mississippi. Porter's other divisions are: Connors Steel, Henry Disston, Laclede-Christy, Leschen Wire Rope, McLain Fire Brick, Quaker Rubber, Riverside-Alloy Metal, Vulcan Crucible Steel, and W-S Fittings.

Aerosonic Instrument Moving To Clearwater

CLEARWATER, FLA. A $600,000 plant will be erected here by Aerosonic Instrument Corporation, and the company's entire operations will be moved here from Cincinnati.

The firm makes altitude measuring instruments and will have a complement of some 80 technicians moving in from the former Ohio location.

In operation between Atlanta and Birmingham on the Seaboard Air Line Railroad is this unique covered gondola car. It is especially equipped to allow rapid loading and unloading of sheet steel that is subject to rust and other damage from exposure to weather.

HIGH ENERGY FUEL PLANT SLATED FOR MUSKOGEE

MUSKOGEE, OKLA. Ground was broken here March 8, for what is to be the world's largest high energy fuel plant. The plant will produce greatly increased quantities of a new fuel, developed from high energy boron compounds, for further extensive evaluation and testing by the Navy.

The $38-million plant resulted from more than eight years of research by Callery Chemical Company, Callery, Pa., on high energy boron compounds. In 1952, the Navy Department awarded Callery a contract to develop these compounds as high energy fuel for jet aircraft and missile applications. Callery last year was awarded the contract to build and equip the plant.

Principal speaker at the groundbreaking were Rear Admiral C. S. Cooper, deputy assistant chief of the Navy Bureau of Aeronautics. Other speakers include: U. S. Senator Robert S. Kerr of Oklahoma; Oklahoma Governor Raymond Gary; U. S. Congressman Ed Edmonson of Muskogee; Mayor Lyman Beard of Muskogee; John T. Ryan Jr., chairman of the board of directors, Callery Chemical Company; and George H. Deike Sr., chairman of the board of directors of Mine Safety Appliances Company of Pittsburgh. E. G. Sanner, president of Callery Chemical Company, was master of ceremonies.

The Navy-Callery plant will be located on a 1,300-acre site at Muskogee. In addition to its chemical processing installations, initial buildings will provide 150,000 square feet of floor area.

When production of the new fuel "HiCal" gets underway, approximately 500 persons will be employed. Construction of the first group of buildings is expected to be completed this summer, and Callery officials say the entire facility should be ready by the end of 1958.

Callery Chemical Company's headquarters, production facilities and research laboratories are located about 30 miles north of Pittsburgh. The chemical firm was incorporated in 1948 as a subsidiary of Mine Safety Appliances Company of Pittsburgh, world's largest manufacturer of safety equipment.

Scripto's Plant Improvements Are Completed

ATLANTA. Scripto, Inc., here has completed an expansion to its principal plant on Houston Street and has completely remodeled and renovated its executive and general offices.

James V. Carmichael, president, said the construction was undertaken after Scripto gave up plans to build a new plant for writing instruments at another location here. He said the expansion was an attempt to accommodate increasing production and to centralize operations. The addition contains more than 42,000 square feet of space.

Designed by Robert and Company of Atlanta, the new two-story building contains an ink plant, ink research and research and development departments, a plating building, and a large extension of the main factory to provide more space for fabrication, tool room and assembly operations.

Space on the second floor of the office wing has been remodeled for engineer and production department offices, and for a new directors' and conference room.

In addition to these major improvements and new buildings, Scripto has recently purchased a new warehouse here, adding 18,000 square feet to the company's storage space.

More property, adjacent to the principal plant, has recently been purchased for future expansion. It will be utilized meanwhile as parking space.

Earlier this year, Scripto bought the factory building in Atlanta formerly used by H. W. Lay and Company. The company's shipping department, export sales, and a portion of its assembly operations are housed there.

WORK STARTS MAY 1

Autumn '58 Completion Seen For Schlitz's Unit In Tampa

TAMPA. Officials of Jos. Schlitz Brewing Co. have announced construction on their new $20,000,000 Tampa brewing plant will get underway in May and is expected to be in production by Autumn of 1958.

Schlitz Chief Engineer William Schuler said basic engineering for the huge plant has been completed and actual construction drawings are now being prepared.

Field offices of Schlitz and Stone and Webster, Inc., general contractor for the plant, will be opened at the 55 acre Schlitz site in the new Tampa Industrial Park by May 1. The Seaboard Airline Railroad will have rail facilities at the plant site early in May.

Formal groundbreaking ceremonies will be skipped as excavating and other preliminary construction work proceeds at full speed. Steel for the superstructure of the multi-building facility will arrive at the plant site in August. Test brews are scheduled for the summer of 1958.

Schuler estimated construction employment will reach 800 to 1,000 at the peak of building work.

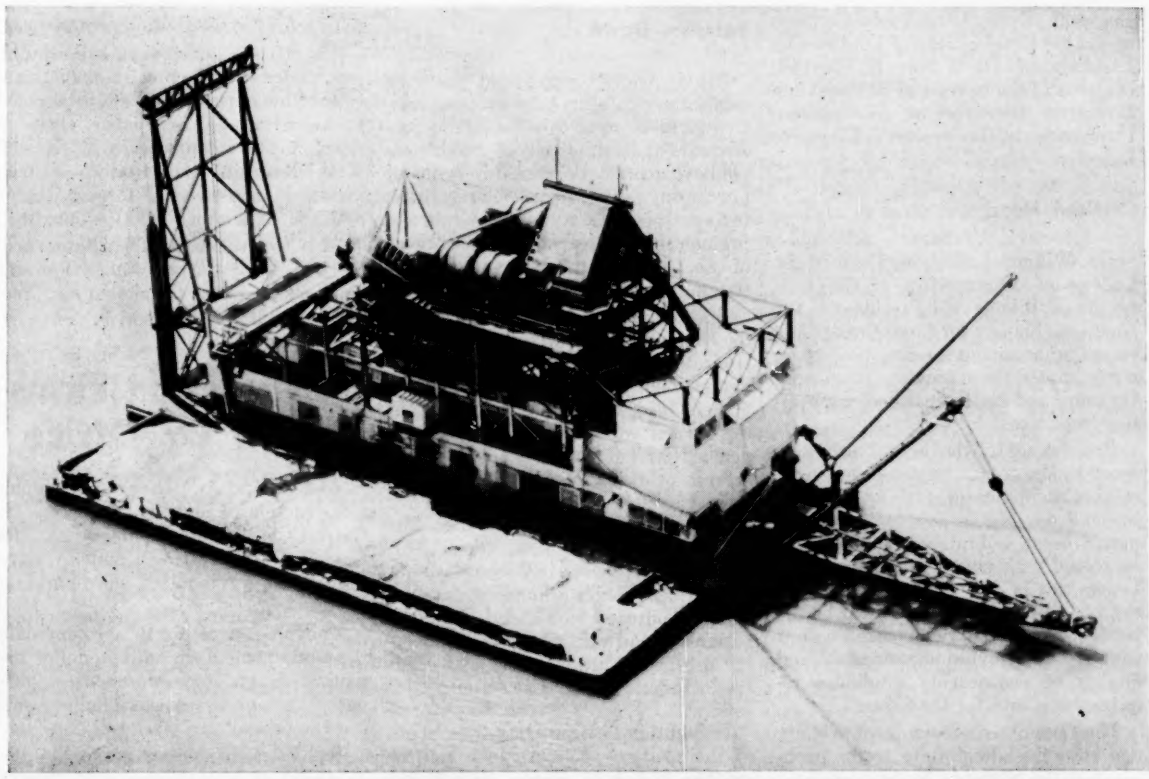
Schlitz has engaged Stone and Webster to supplement their engineering staff. Schlitz engineers will handle engineering of all processing equipment.

PLANNING GROUP SETS JUNE MEET IN LITTLE ROCK

LITTLE ROCK. The 1957 National Citizens Planning Conference of the American Planning and Civic Association will be held here June 9 through 12 with Little Rock and the State of Arkansas as hosts.

The theme of the conference is "Main Street—1969," the latter being the year the 13-year federal highway program comes to an end.

Winthrop Rockefeller, of Morrilton, Arkansas, convention chairman, said the conference is highly significant in its attempt to explore the impact of new shopping center concepts, the interregional highway system, the tourist, industry, and regional valley development on the main streets of America.



Built to operate as a complete plant afloat, the "George F" is a "dredge with a difference." Working in Galveston Bay, the craft is rated to move 675 yards of shell an hour, and it also washes and classifies the shell. The dredge was built by Horton and Horton and Brown and Root, Inc., both of Houston.

Engineering Society Will Study Recruiting, Developing Teachers

ATLANTA. Will America's engineering colleges, struggling to meet the nation's need for new and better engineering talent, be trapped by the very shortage which only they can help to overcome?

In today's keen competition for engineering talent, how may engineering schools find and keep good engineering teachers to help develop new talent and knowledge?

To answer these questions—believed the most critical facing the engineering profession today,—the American Society for Engineering Education, of which the Georgia Institute of Technology is an institutional member, will conduct a major study of recruiting, developing, and utilizing engineering faculty. Dr. Harold L. Hazen, Dean of the Graduate School at the Massachusetts Institute of Technology, is chairman of the ASEE's new Committee on the Development of Engineering Faculties, and Dr. William H. Miernyk, Director of the Bureau of Business and Economic Research at Northeastern University, is the project's Executive Director.

Critical Need

Dr. William L. Everitt, Dean of the College of Engineering at the University of Illinois and President of the American Society for Engineering Education, announcing the new project recently, noted the nation's critical need for more and better qualified engineering graduates.

But, he said, "the urgent problems faced by the engineering colleges in retaining their present staffs and recruiting and developing new teachers from past, present, and future graduates must be solved with vigor and imagination. Unless this is done, the size and abilities of engineering faculties will be the bottle-neck which will throttle our capacity to provide the number and quality of engineering graduates required now and for the future."

The Committee's assignment to study and recommend solutions to the problem has the Society's highest priority. The effort, according to Dean Hazen, will take three directions:

1. To survey what is known and to develop additional information required to measure quantitatively the need for new engineering teachers.

2. To identify and study the problems to be solved in meeting this need —the financial problem, the conditions required to make college teaching competitive with other engineering careers, the unique satisfaction and rewards of the teaching profession.

3. To initiate and encourage activities—based on the program's findings —to increase the supply and quality of engineering teachers.

"We shall seek a basic understanding —in terms familiar to the non-teacher —of the real satisfactions in the teaching career," says Dean Hazen, "and how these relate to the satisfactions of non-educational employment.

Salaries Down

"It is widely recognized that the salaries of educators have dropped relative to most other salaries in the past 25 years and in the case of senior people have actually decreased in terms of purchasing power. Recent studies show, for example, that an average railroad fireman's annual earnings exceed those of an associate professor in a large state university by nearly $600."

Sponsored and organized by ASEE, the Committee has the support and collaboration of the Engineers Council for Professional Development and the Engineers Joint Council. The project has the formal endorsement of the President's National Committee for the development of Scientists and Engineers.

In its effort "to develop effective ways and means of dealing with this critical faculty problem," the ASEE Committee will work in close collaboration with the several hundred national agencies already concerned with the nation's broad scientific and engineering manpower problem and with leaders in industry, government, and education.

In addition to Dean Hazen, members of the project's Executive Committee are Dr. Joseph C. Boyce, Vice President and Dean of the Graduate School at the Illinois Institute of Technology, Chicago; Dean Gordon B. Carson of the College of Engineering, Ohio State University, Columbus; Morris D. Hooven of the Public Service Gas and Electric Co. of New Jersey, Newark, also President of the Engineers Council for Professional Development; and Dr. William C. White, Vice President of Northeastern University, Boston.

As the project develops, this Executive Committee will be supplemented by working groups on specific assignments and by a larger central committee.

Revere Copper Builds In Dallas

DALLAS. Revere Copper and Brass Incorporated, founded in 1801 by Paul Revere and now operating plants all over the United States with a total production running currently more than a quarter billion dollars annually, has chosen Brook Hollow Industrial District in Dallas as the site of the company's first redistribution center.

The 18,000-square-foot brick building, under construction at 8320 Chancellor Row in Brook Hollow, is expected to be ready for occupancy early in April, it was announced by W. Russell Weil, Revere's Southwestern district manager. It is designed to permit later addition of another 7,000 square feet.

This Southwestern redistribution center will serve Revere outlets for mill products in Texas, Oklahoma and New Mexico.

Construction Firms In New La. Office

RUSTON, LA. The W. S. Young Construction Company, the M. S. Carroll Construction Company and the Carroll Manufacturing Company have moved into a remodeled office building here.

Under construction to accommodate the equipment of the million-dollar organization are new warehouses, garages, machine shops, gas pumps, loading ramps and parking lots.

Joel Estes, business manager for the organization, said the new arrangement will bring all three businesses owned by Carroll into one central location.

South's Watchword Is Progress

A veteran executive of General Electric Company, and a native Virginian, tells in this exclusive story some of his impressions of growth in the South and what the future holds for the region . . .

Carter Redd writes of South's progress

By CARTER L. REDD
Commercial Vice President
General Electric Company

ATLANTA. Progress is the watchword in the South today — progress spelled out in terms of new, modern industry, new products, new methods and techniques and, more importantly, new opportunities to provide an ever-better way of life for the greatest possible number of people.

This is the kind of progress that we talk about so much at General Electric, and that's why we are proud and happy to be a part of the truly remarkable upsurge in the economy of the South since World War II.

We are happy also to be a part of the electrical industry, because electricity is the spark for progress. The electrical industry is the basic source of the power and energy that are absolutely vital to the continued growth and prosperity of the South and the entire nation.

A comparison of the United States with those countries where there is hunger and poverty is proof that electricity sparks progress. In those countries of the world where living standards are the lowest, the use of electric power also is the lowest; and in those countries where living standards are the highest, the use of electric power is also the highest.

Carter L. Redd, a native of Virginia and a veteran of 35 years in the electrical industry, is Southeastern Regional Commercial Vice President of the General Electric Company.

He was graduated from Virginia Polytechnic Institute as an Electrical Engineer in 1922 and went to work for General Electric the same year. He came to the Southeast a year later with G.E.'s Apparatus Sales Division and has been here ever since, except for war-time service as a Major in the Adjutant General's Department and a special assignment at the Oak Ridge, Tenn., Atomic Energy Works. He was Southeastern District Apparatus Sales Manager for 11 years before being elected to his present position.

The General Electric Company, during the post-war years, has invested more than $300-million in 22 new manufacturing plants in 11 Southeastern states. These plants provide jobs for about 35,000 persons, pay wages of more than $120-million per year, contribute many millions more to local economies through the purchase of supplies and services and the payment of taxes, and turn out a well-diversified line of "hard goods" products.

It's because electricity is the lifeblood of productivity and progress that the electrical industry offers such a challenge and an opportunity. Certainly the "economic revolution" now well underway in the South could not have happened if the electric utility companies of the South had not had the foresight and the courage to meet the challenge and to continue to meet the challenge for the ever-increasing demand for electric power. The rallying call, "The Last Half of the 20th Century Belongs to the South!" is the catch line in utility company advertising.

Nationally, the electrical industry has been growing two to three times as fast as the economy as a whole. Last year, 685-billion kilowatt-hours of electricity were generated by utilities and industrial concerns in the United States. Based on accomplishments of the last ten years, the industry now expects to double in size, or more than double in size, every ten years. It is estimated that by 1965, electric utilities will have total annual energy sales of more than one-trillion kilowatt hours, and by 1970, more than one and one-half trillion kilowatt-hours.

Figures of this magnitude are almost incomprehensible. Their meaning in productivity and better living can be explained better, perhaps, if we say that the utility companies and industrials today are generating more than 4,000 kilowatt-hours per year for every man, woman and child in the United States. This compares with about 25 kilowatt-hours per year per capita in

such countries as India, Ceylon and Pakistan.

To put it still another way, the average American worker today in a manufacturing industry is using electricity equivalent to the energy of 250 men. The average American home last year used about 3,000 kilowatt-hours, the equivalent, in energy, of 40 full-time servants. Less than 30 years ago, only 502 kilowatt-hours were used per year in the average American home.

Despite its spectacular contributions over the years toward better living and working conditions, electricity remains one of America's greatest bargains. The 40 full-time servants, for example, cost about 20 cents per day. The average residential customer paid 2.64 cents per kilowatt-hour last year, or less than half as much as in 1929, even though dollars were worth more then. While the over-all cost of living rose 93 per cent between 1939 and 1955, the cost of residential electricity dropped two per cent.

There is no question that the growth and efficiency of the electrical industry in the United States has been amazing. In the South, where the rate of increase in the use of electric power is one-and-a-half times that of the national average, the growth is even more amazing.

Utilities Expanding

The utility company members of the Southeastern Electric Exchange, serving in a 12-state area comprising Virginia, North Carolina, South Carolina, Tennessee, Georgia, Florida, Alabama, Louisiana, Mississippi, and parts of Maryland, Arkansas and Texas, are in midst of the greatest growth and expansion period of their histories.

These companies, which just about doubled their total installed generating capacity in the five years from 1951 to 1956, are planning approximately $650-million worth of new facilities in 1957. The cost of new facilities installed or planned by these companies in the three-year period of 1956-57-58 exceeds $1.8-billion—an investment in the future of the South amounting to about $200 for every one of their customers in the 12-state area.

The Southern Company group of utilities — made up of the Alabama Power Company, Georgia Power Company, Gulf Power Company, Mississippi Power Company, and Southern Electric Generating Company—is launching a 1957 construction program of more than $138-million, largest in its history, to keep up with a demand for electric power which has been doubling every nine years since 1937.

Other utility companies in the South reporting record outlays for expansion and addition during 1957 are Florida Power and Light Company, $66-million; Florida Power Corporation, $33.5-million; Louisiana Power & Light Company, $28-million; South Carolina Electric & Gas Company, $29-million; and Virginia Electric & Power Company, $70-million.

Residential use of electricity in the Southeast is greater than that of the nation as a whole. In the service territories of the Southeastern Electric Exchange companies, for example, average residential use in 1956 was 3,202 kilowatt-hours, about eight per cent above the national average of 2,980 KWH.

Residential customers of Duke Power Company, in North Carolina, used an average of 4,323 KWH in 1956—more than 30 per cent above the national average.

The great industrial expansion in the South is reflected in the kilowatt-hour sales reported by companies in the Southeastern Electric Exchange from 1940 through 1955. For example, in Central Louisiana Electric Company territory, the increase in industrial KWH sales was 1,640 per cent; in Arkansas Power & Light Company territory, it was 1,196 per cent; in Florida Power Corporation territory, it was 1,003 per cent; and in Florida Power & Light Company territory, it was 708 per cent.

Consumption Rising

Consumption of electricity, as indicated by demand on utility companies, is always a good meansure of progress in industrial expansion and general economic health. Business in the electrical equipment manufacturing industry, however, is an even better barom-

"The last half of the 20th century belongs to the South . . . Progress will be limited only by the ability to see and plan ahead."

eter for predicting economic health in the future.

When basic industries in any field are optimistic in expansion plans, it is generally reflected in order for generators and similar equipment. And since the manufacturing cycle for this type of equipment is exceptionally long, it may be two to three years before expansions indicated by the electrical equipment business show up in the gross national product.

It is encouraging to know then that General Electric currently is experiencing a substantial gain in its power generating equipment business. Those gloomy predictors who lately have been voicing doubts about the continuation of our prosperity might take heart from this news.

According to the Southern Association of Science and Industry, the South gained an average of more than three new plants per working day during 1956—a startling indication of the extent of industrial development in the South.

But the number of new plants is not the only gratifying factor in the future of the South. Equally important are the diversity and the quality and character of the new industries. All are models of modern industrial planning. The plants are clean, attractive, efficient, highly mechanized and highly electrified. Some are only a step or two removed from partial or complete automation, which, of course, is the next step to greater productivity and an even higher standard of living.

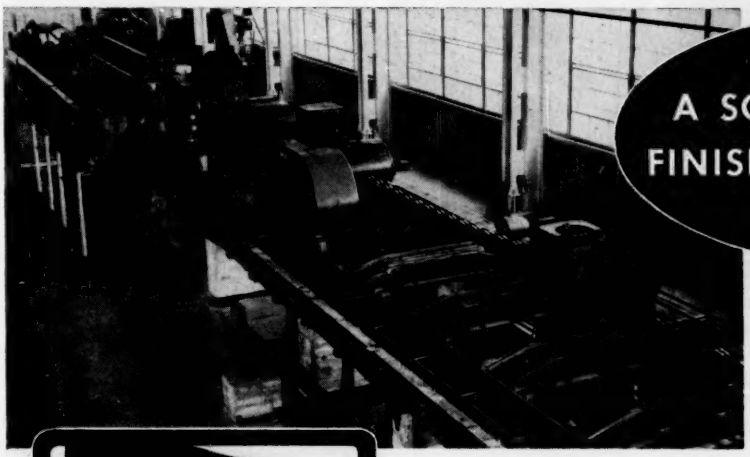
The prospects for automation, as a matter of fact, provide an excellent example to illustrate the role of electric power in progress and the need for imaginative, long-range planning.

In less than ten years, the United States, with only 14 per cent more people in the labor force, must produce 40 per cent more goods and services to meet projected demand. To do that, we must either all work harder and longer —which would be a backward step— or we must find more productive machinery and methods. This means automation, and automation means more electrical and electronic equipment and a climbing rate of electric power consumption.

The South, now in the process of what has been termed an "enlightened industrial revolution," has already come a long way toward meeting and overcoming the new challenges of automation.

The 22 General Electric plants now operating or under construction in the South, we think, will fit well into the pattern of diversity of products, efficiency of production, good business climate and progress through electricity.

One, at Rome, Ga., is producing power transformers for utilities and industries; another, at Hickory, N. C., is turning out distribution transformers for residential and farm service; in Waynesboro, Va., a new G-E plant is making electronic controls for automatic machinery; a St. Petersburg, Fla., plant is producing for national defense; another, at Irmo, S. C., is making capacitors for color television; others are producing washing machines, refrigerators, air conditioners, automatic blankets, electronic tubes, lamps, and outdoor lighting. Looking to the future, it would appear that the opportunities for progress in the electrical industry—and, indirectly, in the economy as a whole—will be limited only by ability to see and plan ahead.



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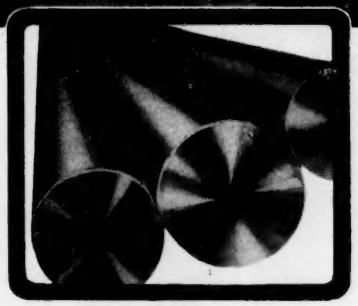

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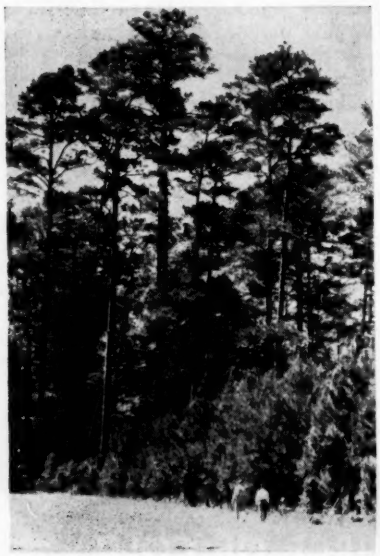


The Story:

NEW ORLEANS. The lumber producing region of the South begins with Virginia and sweeps across 12 states, ending in East Texas and Oklahoma.

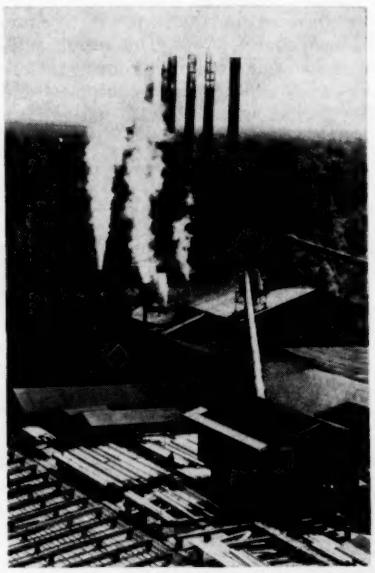
Widely dispersed over this immense area are 20,000 sawmills. Individually, they are small; collectively, they are important.

Many people are unaware that last year the South accounted for more than a third of the nation's total lumber output. According to unofficial industry estimates, the South produced between 12 and 13 billion board feet of lumber during 1956. About four billion feet were hardwood. The majority—8,432,000,000 board feet—was Southern Pine, an extremely valuable wood generally recognized as the strongest of all structural species.

There are also indications that the region may become even more important as a center of lumber production. According to a preliminary review of the nation's timber resources by the U. S. Forest Service, the growth of Southern Pine so dominates the nation's sawtimber growth picture that it exceeds the growth of all other softwood species, eastern and western combined.

These facts, figures and growth trends stress the significance of the work of the Southern Pine Association, a service organization dedicated to industry progress. The Association specializes in the initiation and development of voluntary, cooperative endeavors mutually beneficial to the members of the Southern Pine industry. By stimulating wide cooperation, it has largely succeeded in overcoming many of the natural obstacles imposed by geographic diversity and the typical smallness of individual producing units.

To Mills...



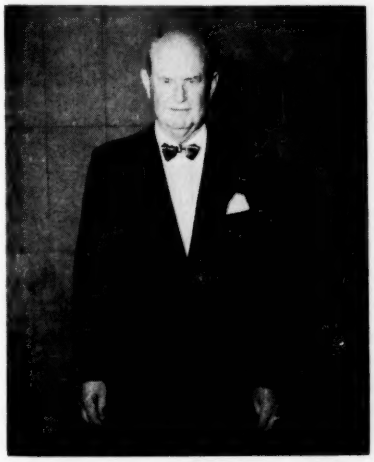
A good illustration of this technique can be seen this month in New Orleans, on the occasion of the Association's 42nd annual convention. For the benefit of hundreds of southern lumbermen in attendance, the convention features a mammoth logging and sawmill exposition, April 5-9, to be held on the New Orleans lakefront. The lumbermen have the opportunity to reappraise the tools of their trade, to confer directly with the nation's leading manufacturers of machinery.

The idea is to further stimulate the mechanization of lumber manufacture in the South, a trend which is increasingly in evidence and which developed as the result of one of those carefully planned and coordinated campaigns.

What prompted this campaign was the spectre of rising costs and competition in the immediate post World War II period. Beginning in 1948, the Southern Pine Association initiated a series of conferences between lumber manufacturers, consulting engineers and machinery people. It was generally agreed that more mechanical efficiency was necessary to combat higher costs.

Thousands of lumber manufacturers expressed their awareness of the need and began to examine the practicalities

To Lumber...



Leon Clancy, of Decatur, Alabama, Southern Pine president.

of mechanization. The Association stimulated this interest by constant oral and written communication, and in the 1950's, machinery shows were made a regular, every other year feature of the Association conventions so as to reach directly the largest possible audience.

While it is hard to measure the precise accomplishment in such a diversified industry, all the evidence on hand is encouraging. For example, one firm of consulting engineers estimates that the few mills it serves have invested more than $80 million in plant modernization and improvement, during the last three years alone.

No cash figures are available to cover the enormous investment in debarking and chipping machinery, which permit the manufacture of lumber, pulp chips and other commercially valuable products from the same sawlog. In 1952, this equipment made its first appearance at a southern sawmill. Now well over 100 mills have debarkers and chippers, and their number is steadily increasing every year.

Other new investment has covered improved equipment for handling materials. The lumbermen's attention has also turned to edge gluing and lamination. While total automation is still a long ways off, the trend is very definite. Fresh increases in operating costs brought by the March 1, 1956, hike in the federal minimum wage are expected to accelerate it. Some sources predict the Southern Pine lumber industry will invest as much as a half billion dollars in plant modernization and improvement during the next few years.

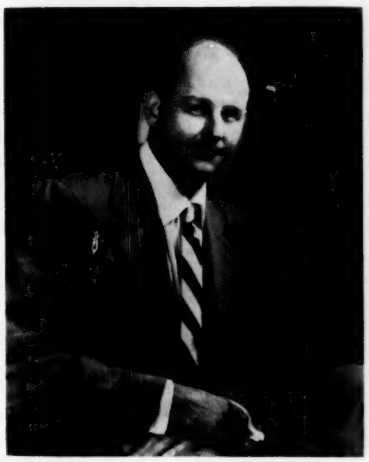
This is just one instance of how the various segments of the diversified industry have been joined in mutual endeavor. There are many other Association inspired campaigns of equal importance, each related to a larger plan.

While the campaign for greater mechanical efficiency was drafted as a practical solution to immediate problems, it also closely conforms with the Association's overall policy of promoting high lumber standards.

Underlying this policy is the fundamental idea that the consumer's interests must come first. All other considerations, however important, are simply means to this end. By helping to improve the industry's mechanical efficiency, the Association is also promoting a more uniformly sound approach to the technical aspects of lumber manufacture. More standardized, more uniformly dependable lumber is the inevitable result, and it is also the larger Association goal.

Consumer Protection

The consumer protection aspects of lumber standards are very evident in the field of residential construction. It is here that the public educational phases of the Association's crusade for standards have been concentrated.



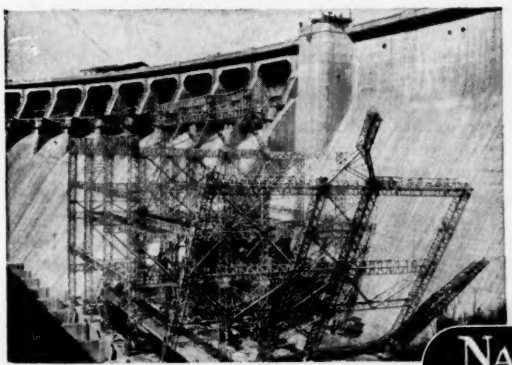
Arthur Temple, Jr., of Diboll, Texas, board chairman of Southern Pine Association.

Framing lumber, the hidden structural wood in homes, is a major Southern Pine market. And since the quality of framing lumber largely determines the overall soundness and serviceability of a home, the Association keeps reminding prospective home owners that a good quality is essential.

No punches are pulled. Frequent general warnings are issued on the risks involved in the use of poorly manufactured, improperly seasoned wood for important house parts. The public is told how the shrinkage of green lumber can result in structural weakness that is both difficult and costly to repair.

This leads up to the final word of advice to prospective owners, which is to insist on the use of properly manufactured, properly seasoned and graded lumber for the backbone of their homes. The public learns that the specifications of grade-marked Southern Pine lumber is an easy way to be sure on all three counts.

The grade-mark appears on lumber in the form of a stamp and the impor-



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tant thing is the protection offered by the high standards it represents. In this connection, the Southern Pine Association was an industry pioneer.

The Association recognized the need for some form of public safeguard in lumber usage as far back as 1915—its first full year of existence—when it initiated studies of the possibilities of lumber grade-marking. This research was accelerated during the building boom of the early 1920's with the advent of the "Jerry Builder" on the American scene.

"Jerry Built" houses were notorious for the prevalence of poorly manufactured, green lumber. The Association's opposition to the practice took positive form in 1923 when it became the first organization of lumber manufacturers to officially adopt grade-marking. The Association also conducted the first major promotion of grade-marked lumber during the middle 1920's.

Standards Raised

Nor was effort allowed to rest at that. Since the grade-mark was evidence of compliance with uniform grade standards, new measures were taken to improve those standards so that they would afford an even higher degree of protection. For instance, in 1928, moisture content provisions were adopted for Southern Pine boards and dimension as specific grade requirements. This meant assurance that grade-marked Southern Pine was properly seasoned as well as correctly manufactured and graded. Southern Pine is still the only major lumber species with such a safeguard.

The administration of lumber standards within the Southern Pine industry is today a highly specialized, effective operation. The Association itself promotes them. The Southern Pine Inspection Bureau, a recognized grading and inspection agency; also an autonomous agency of the Southern Pine Association, is the actual administrator.

A majority of the total Southern Pine lumber output is now manufactured under the Bureau's supervision. This is ample evidence of the high degree of self regulation and uniformity the industry has achieved.

The Bureau publishes and refines the industry grading rules. It also secures compliance with the standards the Association promotes. Mills of proven manufacturing and grading efficiency are licensed to grade-mark lumber, subject to periodic Bureau inspection and

"—Then you haven't read the telegram from the home office regarding changes in personnel, have you Punk?"

with the understanding that the license may be revoked for non-compliance with the grading rules.

On request, Bureau field inspectors examine lumber of non-licensed mills and retail yards, and grade-mark it if it comes up to standard. This service is available for no more than the cost of inspection and extends the grade-marking privilege to all who can qualify.

In the Association interpretation, trade promotion and public promotion of high lumber standards are more or less synonomous. The motives for its expansion of trade promotion activities in recent years will, therefore, be fairly evident from the following report, dated May, 1946, signed by L. V. Teasdale, engineer of the U. S. Forest Products Laboratory:

Homes Needed

"We need homes in this country, millions of them, not only for our GI's, but for untold members of families whose present housing accommodations are inadequate. The buyers of these houses expect them to be permanent houses. They will not be equal, however, unless the materials used are equal to those used in the past. One important difference is the lack of stocks of seasoned lumber and the fact that green or unseasoned material may be used.

"Most items of framing lumber are customarily air dried for several months at the mill or distributing yard. At present, however, a large part of the framing lumber is shipped as soon as it is cut and the distributors take it direct from the freight car to the building site. Hence, it is nearly as green when delivered as when cut from the tree.

"The GI in need of a place to live is naturally impatient in his demand for a home, but also expects the materials used are of good quality and suitable for the purpose. He will be bitterly disillusioned when he finds through defects that develop in the structure that unseasoned material has been used."

Obviously, the public was in need of all the protection lumber standards could provide, so the Southern Pine Association launched an accelerated trade promotion program on the broadest possible front. Beginning in the early 1950's, groups of lumber manufacturers were organized at the regional level to finance local educational campaigns.

Quality Stressed

First in Texas, then in Alabama, Mississippi, Louisiana and Arkansas, these programs were developed in key towns with the prospective home owner the main target in every case. Newspaper, television and radio advertising stressed the value of good quality lumber for house framing. Through direct contact, the allegiance of many retail lumber dealers and home builders was obtained. The Association supported each of these local educational programs as they developed and then launched a national consumer advertising program along the same lines.

The Association feels this effort is bearing fruit. It senses a growing outside demand for more standardized lumber manufacture, for more uniformly dependable lumber products. Its own industry is well prepared for this eventuality.

Of course, cooperative endeavors have played a leading role in creating the necessary physical equipment. The campaign for mechanical efficiency has reached the point where more than 90 percent of the Association's subscriber mills are equipped with dry kilns. These mills represent several billion board feet of annual Southern Pine production. More than 80 percent of all southern mills licensed to grade-mark lumber have dry kilns. Hence the industry is physically well equipped for broad and uniform compliance with the important seasoning provisions of its grading rules.

Cooperative endeavor is also responsible for the existence of that final essential—the kind of practical forest management that assures a permanent supply of good quality sawtimber.

This phase of the Association's work

is old in origin. The Association founders were pioneer lumbermen, who are now recognized as the fathers of practical forestry. They were the first to practice selective harvest, reforestation and sustained yield. The increasing prevalence of mature, good quality sawtimber in the South today reflects the far-sightedness of this earlier generation of lumbermen, who themselves planted many of today's prime sawtimber specimens.

Since its earliest years, the Association has been preaching the virtues of sound forest management the length and breadth of the Southern Pine belt. The Association sponsored the Tree Farms Movement in the South in 1942, which since has progressed so rapidly that the region now contains 65 percent of all Tree Farms acreage in the United States.

Statistics tell the story of the overall accomplishment in this field. According to the U. S. Forest Service's preliminary report on timber resources, the growth of Southern Pine sawtimber now exceeds cut by 22 percent, or by an amazing 2½ billion board feet per year.

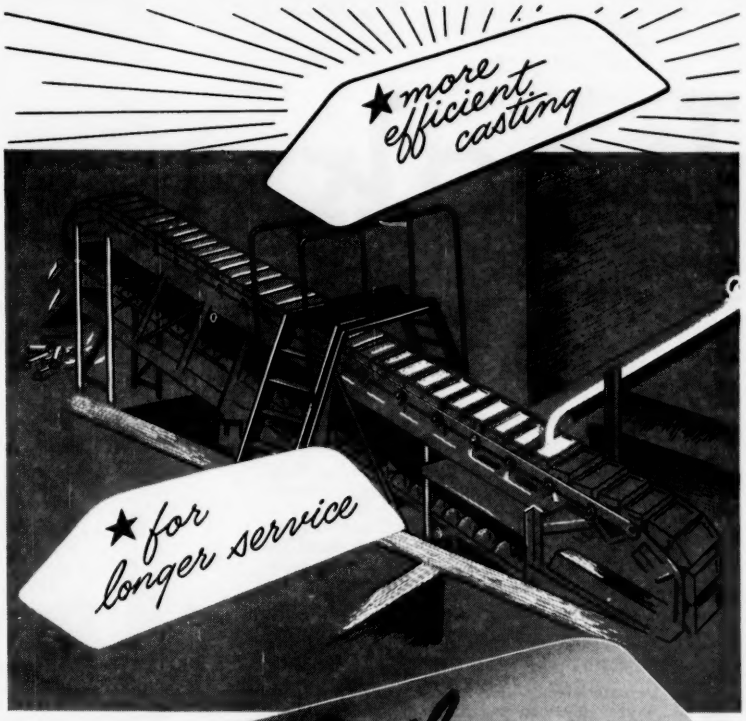
Big Improvement

The tremendous improvement in the growth situation is a principal reason for the wide availability of the finest quality Southern Pine products at the present time. More than 70 percent of Southern Pine Association subscribers are manufacturing timbers, siding, flooring, paneling and other items of finish in addition to framing lumber. Such items require a good quality of tree and the high proportion of mills engaged in their manufacture reflects the general improvement in sawtimber quality.

All of this inspires intriguing speculation as to the future importance of the South in American lumbering. A last bit of speculation concerns the Southern Pine Association itself.

In 1914, the year the Association was founded, the lumber industry of the South was quite different than it is today. Companies were large and competition, little. But even though the era was made for rugged individualism, the Association founders felt the need for a larger organization that could act more effectively than any single individual on matters of mutual concern.

Subsequent events have vindicated this foresight.



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materials handling systems, conveyors, loaders, elevators, trucks, hoists, cranes, pallets . . . machine tools . . . hand tools . . . power transmission . . . lubricating systems . . . electric motors . . . engines . . . scales . . . pumps . . . gears . . . valves . . . air compressors . . . batteries . . . firebrick . . . furnaces and ovens . . . hydraulic equipment.

7 july — packaging

containers, including boxes, cartons, jars, bottles, cans, crates, drums, hampers, baskets, squeeze bottles, aerosols, tubes, bags . . . protective wrappings . . . packaging machinery for filling, counting, sealing, and labeling . . . materials, including paper, cellophane, corrugated board, foil . . . labels, seals, and tags . . . package design.

8 august — safety and insurance

plant protection equipment including fire alarms, sprinkler systems, extinguishers, showers and curtains . . . safety clothing, shoes, glasses, shields, gloves and aprons . . . first aid and medical supplies . . . security systems, fencing, identification badges . . . insurance, group hospitalization, retirement, workman's compensation, health and accident, fire and theft, shipping, liability.

9 september — industrial chemicals

acids . . . fine chemicals . . . boiler compounds . . . dyes and intermediates . . . pine oil . . . coal by-products . . . lime . . . colors . . . alkalies . . . adsorbents . . . chlorine . . . bleaches . . . fish oil . . . essential oils . . . alcohol . . . extenders . . . water softeners . . . resins . . . catalysts . . . tung oil . . . cellulose . . . fuller's earth . . . reagents . . . adhesives . . . textile specialties.

10 october — office systems and equipment

business systems, filing, accounting, duplicating, reporting, communication, recording, employee testing, incentive plans, mailing, statistical data handling . . . office equipment, furniture, filing accessories . . . machines, adding, calculating, bookkeeping, typewriters . . . interior decoration, rugs, drapery . . . supplies, paper, labels, envelopes, file folders, carbon paper.

11 november — industrial textiles

work clothes . . . uniforms . . . special application clothing: acid resistant, fire, and heat resistant, leather . . . rope, cable, twine, cordage . . . fabric belts . . . webbing . . . insulating felts . . . rubberized fabrics . . . upholstery fillings . . . gasket materials . . . waste . . . wiping cloths.

12 december — sanitation and maintenance

sweeping compounds, deodorants, disinfectants, soaps and detergents . . . cleaning equipment . . . brushes, mops, brooms, vacuum cleaners, waxers, scrubbers, speciality equipment . . . laundry services: uniforms, wiping cloths, covers . . . industrial cleaning services . . . degreasers . . . steam cleaners . . . floor resurfacing . . . polishes.

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PROTECTIVE COATINGS

By Jouett Davenport, Jr.

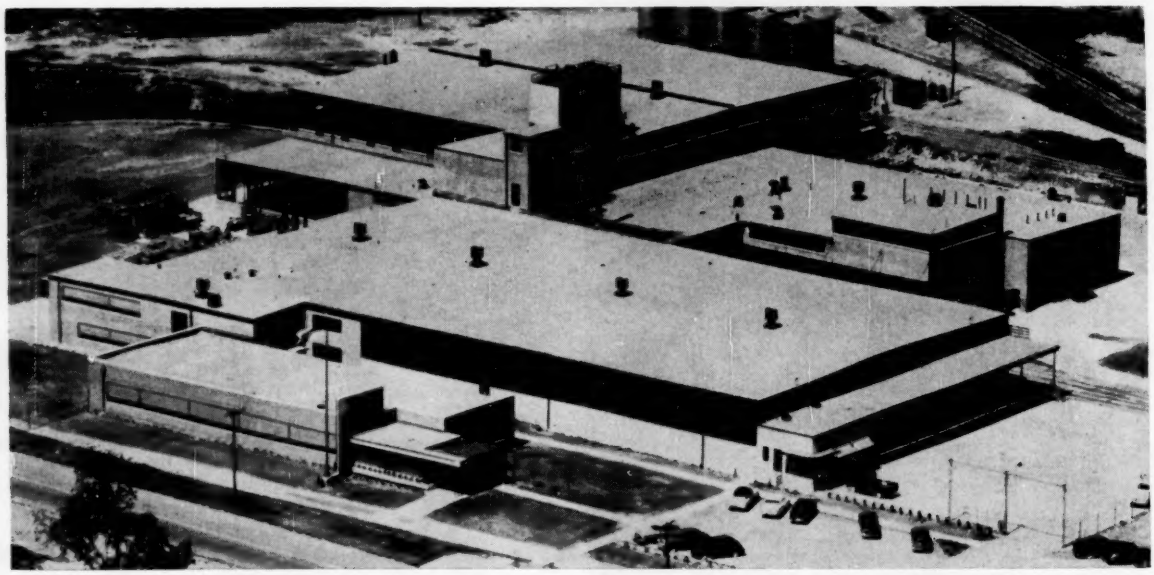
In everything from a coat of whitewash on the back fence to highly developed protective coatings for various metals, mankind is increasingly concerned with preserving as well as beautifying the products of his labor.

The result is that the production of protective coatings in myriad varieties has grown into a great and very diversified industry. In view of the fact that the number of manufactured products, and the number of factories, business buildings and homes is continuing to grow, it is certain that the industries manufacturing the materials to protect and beautify them also must continue to grow.

The South, enjoying both prosperity and extensive economic expansion, has made corollary progress in the paint and protective coatings field. In fact, because of the greater opportunities for growth that have existed in this region during recent years, establishments devoted to output of coatings are being set up in the South at a much faster rate than for the nation as a whole.

In addition to the actual growth of the Southern market for protective coatings, the region also has an abundant supply of the raw materials that go into the manufacture of such coatings. This, of course, has added to the opportunities for development and will be a major factor in future expansions of the industry.

The results of Southern advantages in the field are shown by statistics covering the rate of growth in the manufacture of protective coatings.



The Atlanta paint plant of Pittsburgh Plate Glass Company is located in the Empire Industrial District in East Point. The big operation is said to be one of the most streamlined paint producing units in the world.

For example, between the censuses of 1947 and 1954, Southern output of coatings of all types increased by 51.6 per cent. At the same time, that of the United States increased by just 24.3 per cent.

The accompanying chart shows how the production of protective coatings has gained in the Southern area, as compared to the nation as a whole. It also shows that output has been making far greater gains than employment. This is a clear indication of the technological advances that have been made, as fewer people are turning out greater quantities of coatings materials.

Since this pattern is obvious in the South as well as other regions, it tends to show that skill and know-how in this region are keeping pace with the nation as a whole.

Although protective coatings embrace a wide variety of products, they fall broadly into two rather distinct groups: Those products which are derived from vegetable matter, and those derived from mineral sources.

Found in the first category are most of the oils, including linseed, soybean and tung. On the mineral side are the clays and metals used for pigments and platings.

Another classification might find these products lined up as those of chemical composition and those of purely metallic structure.

In the first category would be found all paints, varnishes and dyes. In the other would be found most of the hard plating materials. Among the latter, perhaps the most important are galvanizing materials and vitreous enamels.

Iron and steel are galvanized with zinc to keep them from rusting. Two methods for this are in use. One, called "hot dip galvanizing," consists of dipping the iron or steel product into a bath of melted zinc. The other method, called "electro-galvanizing," is accomplished with an electric current that flows through water impregnated with dissolved zinc. When the iron or steel product is made part of the electric circuit, the particles of zinc are attracted to the other metal to form the desired coating.

Enamel Important

Vitreous enamel is a coating that contains silica. It can be applied to either pottery or metal. The coating may be either transparent or opaque and may be colored or natural.

Powdered enamel is known as frit. When applied in this form to steel that is furnace hot, the frit melts and firms a very smooth, glasslike surface that is so hard it can scarcely be chipped away. This type of coating is known as porcelain enamel and is used upon a wide variety of products, including such things as refrigerators and stoves.

The South's progress in the protective coatings field extends into virtually every phase. In the production of such raw materials as tung oil and naval stores, for example, Southern output represents almost a monopoly. In others, such as hardwood and softwood distillation, the region has a position of recognized leadership shared with the West and Far North.

The importance of tung oil to the region may be seen in research that has recently been carried out by the U.S. Department of Agriculture.

Scientists at the Department's Southern Utilization Research Branch at New Orleans found that the addition of zinc resinate makes it possible to use tung oil in processes previously not open to it.

Their tests also show that by adding fungicidal acids to tung oil paints it may be possible to produce surface coatings with built-in resistance to molds or fungi.

Although tung oil is a high-quality drying oil used in a variety of surface coatings, its extreme reactivity makes it difficult to handle in the manufacturing process. The USDA scientists report, however, that the addition of zinc resinate will keep the oil from gelling under processing heat.

At the same time, tung oil's quick-drying qualities can be retained by suitable modification of paint formulas in which the new product is used.

With tung oil to which zinc resinate was added, the scientists were able to produce coatings that are gas proof and that dry smoothly under adverse conditions. The laboratory procedure for making these paints is being evaluated by two manufacturers for adaptation to commercial use.

In other tests, some of the fatty acids that give tung oil its fast-drying ability were replaced by fungicidal acids that proved able to retard mildew.

An example of a company that makes extensive use of tung oil in the production of varnishes and clear finishes is Tung Oil Products, Inc., of Gainesville, Florida.

The company began operations originally at Brooker, Florida, in facilities adjacent to a tung mill.

Following a period of continuous growth, the firm in 1954 moved into its present plant at Gainesville. It is now marketing 53 products and a territory covering the entire South. The 1956 sales totaled 150,000 gallons of paint and varnish through some 400 dealers.

The main building has approximately 12,000 square feet of floor space, while varnish cooking operations are conducted in separate buildings. Outside tank storage is provided for oils and thinners. Ample room is provided on the four-acre site for additional buildings in the future.

Complete Paint Line

Tung Oil Products makes a complete line of clear finishes, including floor sealers, gym finishes, floor, trim, spar, satin, flat and other specialized varnishes. In addition, the company produces exterior house paints and primers, and a complete line of interior paints.

This year the company expects to market more new products, among which will be a line of polyvinyl acetate emulsion paints for exterior masonry.

A big new plant established in Houston by Rohm & Haas Co. is producing acrylic chemicals. Acrylic emulsions are the bases for a new and colorful plastic product—plastic paint. A big plus for these acrylic paints is that they spread a plastic-like film over a painted surface, thus protecting it.

Tung Oil Products, Inc., at Gainesville, Florida, is typical of the many protective coatings enterprises which have sprung up in the South. Organized in 1947, the company now markets 53 paint products and ships to the entire Southern area.

This film, promoters say, is far more durable than that in other water-based paints. Also, there's nothing to oxidize in plastic paint, so fading is almost wholly eliminated. But the greatest calling card possessed by plastic paint is that it's a real boon to do-it-yourselfers, because plastic paint blotches wash off of hands and clothes with soap and water.

Plastic paint—more formally known as acrylic emulsion paint—is drawing a great number of backers. Manufacturers claim that it is easy to apply, fast-drying, long-lasting and practically free of odor. Other makers claim that plastic paint is far too costly and not as easy to apply as are other competing products. Its popularity rise has been quickest in places where fast drying and lack of paint smell are important. Plastic paint is ideal for Hollywood studio sets, hotel rooms, and in food factories where lingering paint odors can be absorbed into unprotected food products.

Plastic paint is made up of a synthetic resin which is suspended in a mixture of water, preservatives, wetting agents, anti-foamer, pigment and other ingredients. The synthetic resin of which plastic paint is made is the same resin from which Orlon and Acrilan fibres are made.

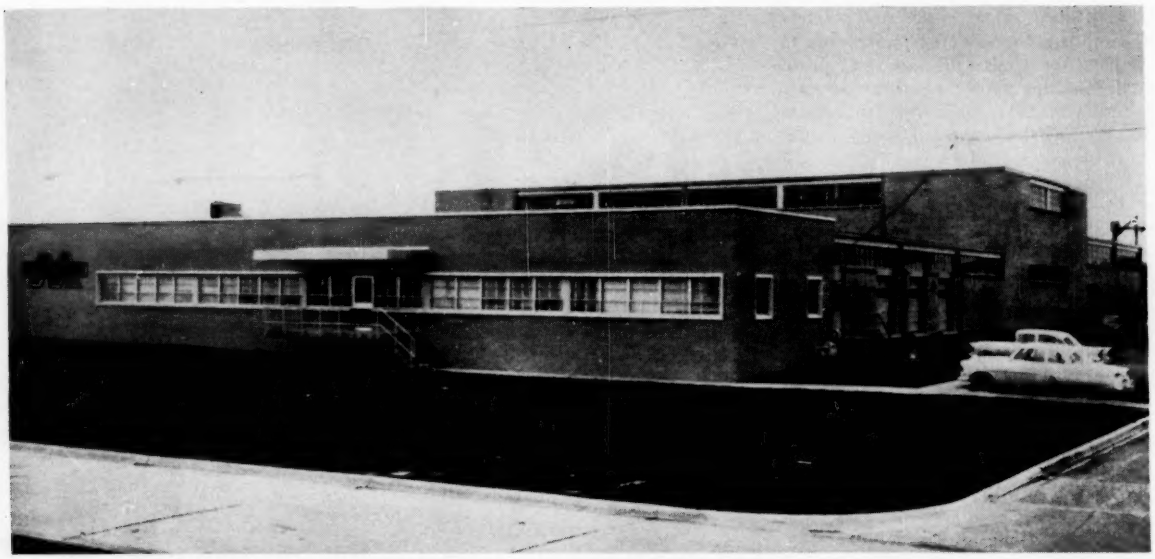
Plastics Popular

Rohm & Haas estimates that more than 350 paint concerns now manufacture these plastic paints. This figure is double the number of a year ago, and more than four times the total of 1954, a year or so after plastic paints first went on the market. In 1955, industry sources calculate, paint manufacturers produced about five million gallons of acrylic, a tiny fraction of the 515 million gallons of paint, varnish and lacquer made, reports The Wall Street Journal. Sales, like output, were small, but growing. Of the total 255 million gallons of paint sold at retail and to other non-industrial customers in 1955, about 51 million gallons were of the water-based type, including acrylic; most of the rest were oil-based paints. About half of the total paint output went to such industrial customers as automobile makers and furniture manufacturers.

Rohm & Haas is one of plastic paint's most enthusiastic backers. This company has designated a substantial amount of its projected $50 million expansion program over the next two years toward acrylic production. In 1955, the firm invested $13.5 million in new facilities, including the new

PROTECTIVE COATINGS—SUMMARY

		South Atlantic	E. South Central	W. South Central	South	United States
Persons Employed (000)	1954	8.1	6.7	4.8	19.6	116.0
	1947	6.8	6.6	3.4	16.8	116.8
	Gain	1.3	.1	1.4	2.8	0
Output Value $mil.	1954	$170.6	$151.1	$106.1	$427.8	$2,874.7
	1947	115.3	110.1	56.7	282.1	2,312.4
	Gain	55.3	41.0	49.4	145.7	562.3



The new plant of Minnesota Paints, Inc., located in the Brook Hollow Industrial District at Dallas, has 45,000 square feet of floor space. The structure is on a site of three and a half acres and was built at a cost of $750,000. Plans are that a second building of 55,000 square feet will be erected for future expansion.

acrylic chemicals plant at Houston.

One of the big paint makers still cool on plastic paint is Du Pont. A Du Pont official stated in The Wall Street Journal, "We're not selling an acrylic emulsion paint for consumer use nor have we any immediate plans to do so. We do not see sufficient advantages in acrylic emulsion paint to warrant the increase in price we would have to charge over butadiene styrene or polyvinyl acetate emulsions."

Another interesting development in the field of protective coatings has been made by the Permaspray Manufacturing Corporation of League City, Texas. This company has developed and proved a new corrosion-resistant coating that can be applied by brush, roller or spray.

Withstands Tests

In tests made on all types of surfaces in a Gulf Coast plant under severe conditions, the parts of structures coated with Permaspray have withstood three years' exposure to hydrochloric acid, caustic fumes and weathering conditions.

"Bone dry in 15 minutes!" is the slogan that Blake Paint Corporation uses in connection with its new lacquer finishes. This company which also manufactures thinners, enamels and synthetics, is located in Orlando. This quick-drying lacquer finish comes in 12 colors, and produces a ready-to-brush finish for wood, metal and composition.

Marine paint is a specialty of Napko Corporation, a Houston paint manufacturing firm. This marine paint has a finish which is especially designed to give maximum protection against salt, heat and humidity in Gulf Coast waters. Napko marine finishes come in two types—the captain yacht finish which is for the sail and power boat, and the second type for heavy duty marine use on barge, tugs, and ocean-going tankers and liners.

L. T. Gartner, president of Minnesota Paints.

Last September Napko Corporation moved to a new location, an eight-acre site in southeast Houston. The $500,000 plant is almost three times the size of Napko's former plant. The structure contains 60,000 square feet and is of steel and masonry construction, including executive and general offices, plant proper and warehouse facilities.

One of the reasons making this expansion necessary is Napko's program of developing new products. The new products come from what officials term as the "heart" of the plant. Research, product development, product improvement and product control are prime function's of the plant's laboratory. An outstanding new product developed by Napko Corp. is Quick Set Mecro Wall sealer, a latex base interior prime sealer for new and previously painted wall plaster, wall boards of all kinds, and new or old concrete walls.

New Texas Plant

Brand new on the protective coatings scene in the South is the $750,000 paint manufacturing plant of Minnesota Paints, Inc., located in the Brook Hollow industrial District of Dallas. The plant was formally opened in March.

The new plant has 45,000 square

feet of floor space and is on a site of three and a half acres. Manufacturing capacity more than triples that of the former plant.

Founded in 1870, the company has been selling paint, varnish and industrial finishes in the Southwest for many years. In 1951 the organization took over the former Pratt Paint and Varnish Company's facilities, and those quarters were soon outgrown.

The acreage at Brook Hollow will permit the company to more than double its new production capacity with the projected erection of a second, 55,000 square foot building and alkyd unit.

Lawrence T. Gartner, president of the firm, said a principal reason for locating the plant in Dallas is the convenience of truck service which enables movement of orders overnight to almost any point in the booming Southwest.

In addition to being one of the largest independent manufacturers of paint in the entire nation, the company is the country's third largest producer of linseed oil. It also has pioneered in the manufacture of titanium based paints, water-repellent paints and finishes, and in the promotion of free "color-consultant" service for the convenience of its customers.

Besides the concern's headquarters plant at Minneapolis, and the new plant at Dallas, complete manufacturing plants are located at Fort Wayne, Indiana, and in Atlanta.

Among other big firms with paint plants in the South are DeVoe and Raynolds, of Louisville, Kentucky, and Pittsburgh Plate Glass Company. The latter has plants at Houston and in East Point near Atlanta.

Titanium Pigments

Another important aspect of the South's part in producing protective coatings is that the area is a key section for producing titanium pigments.

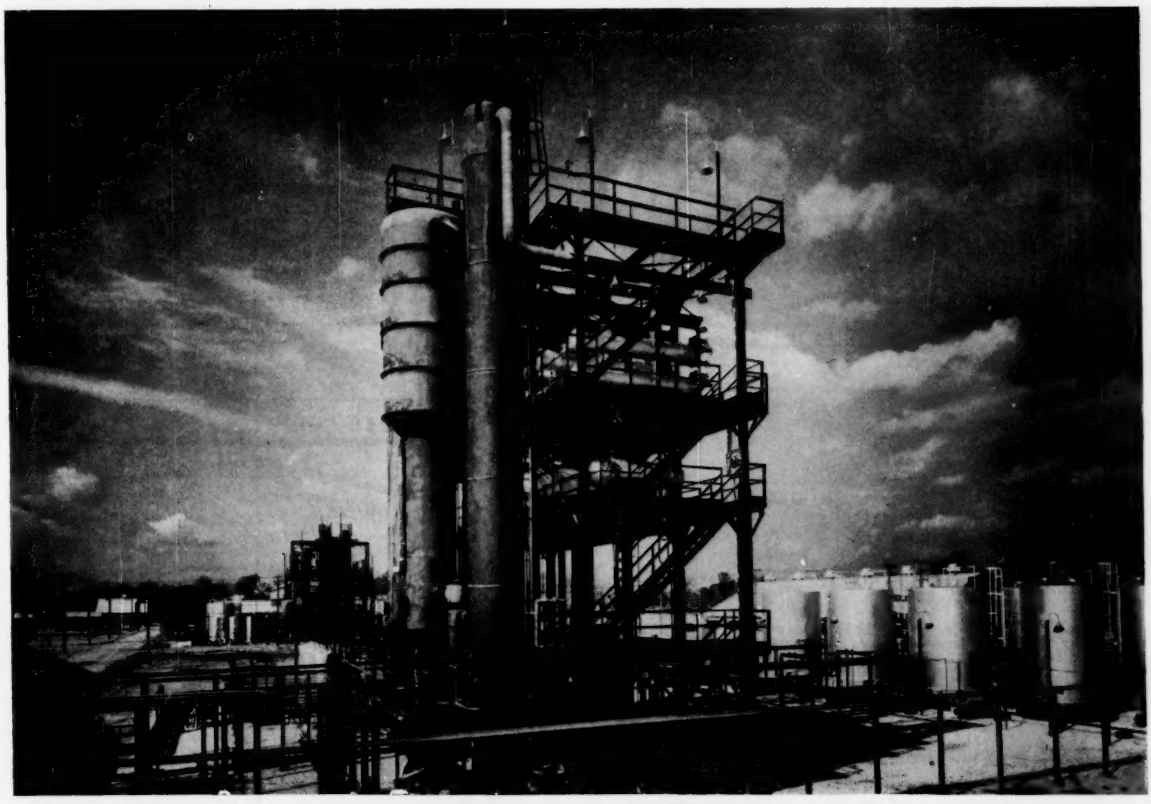
Seven of the 15 Southern states are rich in supplies of titanium, and most of the others have it to a lesser degree. Large supplies are found in Arkansas, Virginia, Florida, North and South Carolina, Oklahoma and Tennessee.

The Du Pont Company announced recently that it will build at New Johnsonville, Tennessee, a plant to produce titanium dioxide which is used in paints. To be on a 1,500-acre site, the plant will employ 400 persons.

The South also accounts for a substantial production of menhaden and other fish oils, and in recent years the production of castor oil in Texas has been rapidly expanding.

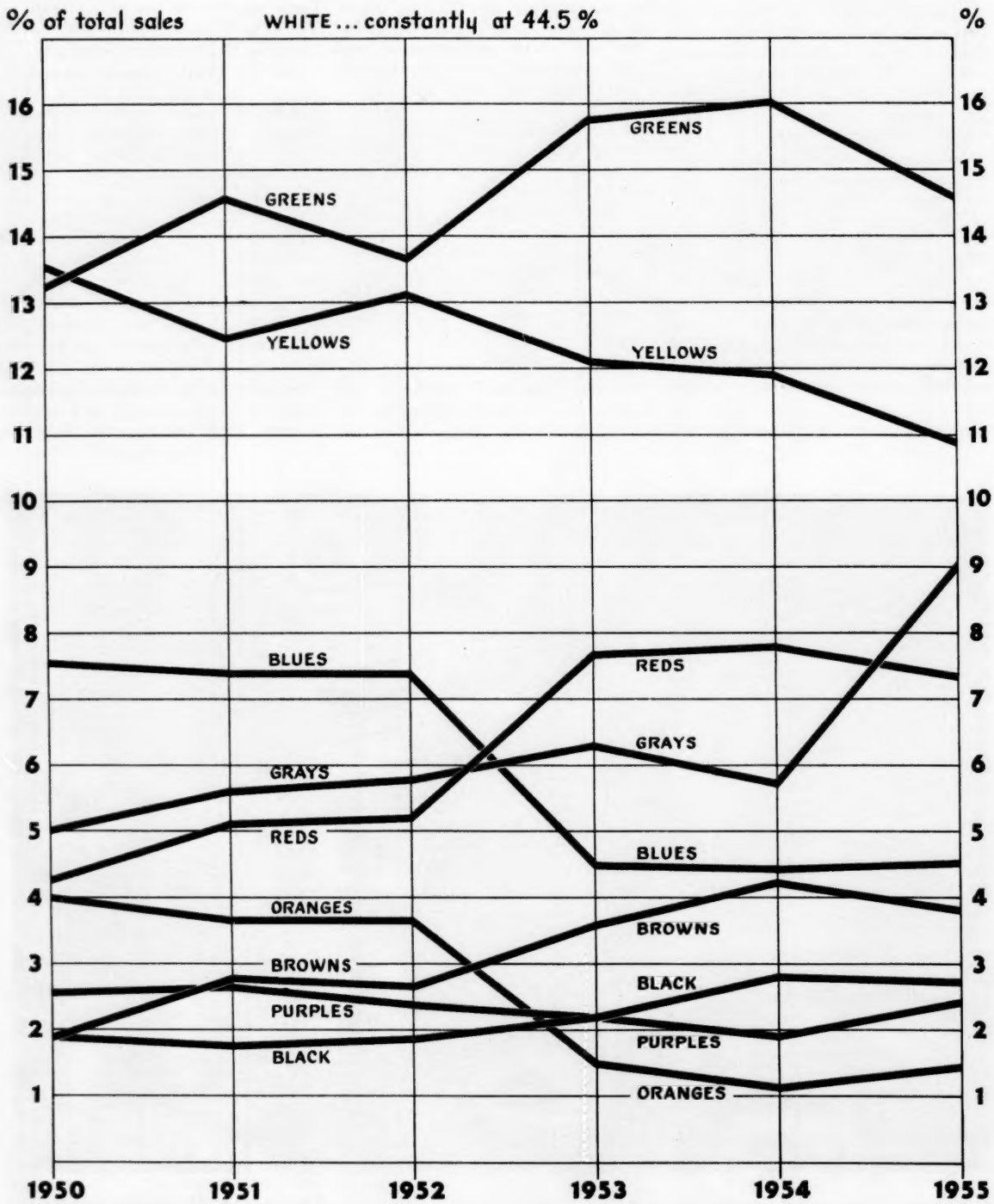
This region, of course, leads the nation in production of cottonseed oil and accounts for smaller production of linseed and soybean oils.

In addition, the South is a primary source for inert materials such as clay and talc. Paint manufacturers through-

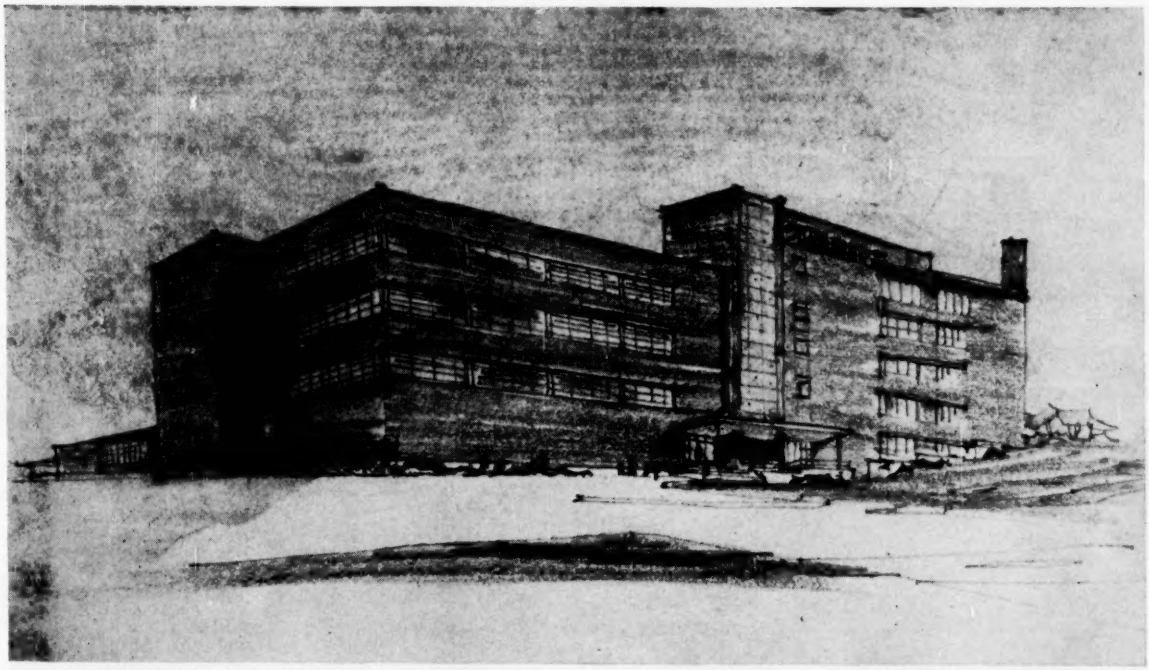


This is the Naval Stores plant of Newport Industries at Oakdale, Louisiana, which is representative of an industry in which the South is recognized leader. Naval stores products are important in the production of many protective coatings.

COLOR TRENDS OF PAINT TRADE SALES



Source: National Paint, Varnish & Lacquer Association, Inc.



This drawing shows the modern and expanded facilities of the Carolina Paint & Varnish Works just completed at Greensboro, N. C. The three-story addition will increase plant capacity by about 50 per cent and will provide for additional manufacturing area and increased laboratory and office space. Carolina Paint & Varnish is a division of United Wallpaper, Inc., and DeSoto Paint & Varnish Company is an affiliate.

out the nation obtain kaolin from Georgia, South Carolina and Alabama.

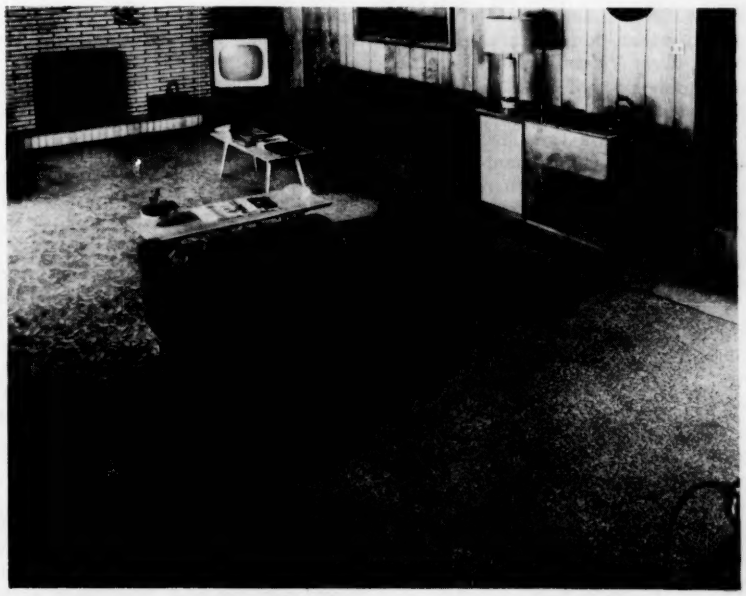
Raw materials for the manufacture of lead and zinc pigments are also found in the South. Oklahoma leads the nation in production of both lead and zinc.

As mentioned earlier, the South leads the nation in production of naval stores, Georgia alone being the top producer of turpentine, rosin and their derivatives. Processing plants are located from East Texas across the coastal plains area to South Carolina.

In recent years, tall oil—a by-product of pulp mills—has found increasing usage in paint products. Almost entirely a product of research, this material has a promising future.

One of the major producers is Newport Industries, Inc., which has a big tall oil processing plant at Bay Minette, Alabama. Another typical producer is National Southern Products Company at Tuscaloosa. Arizona Chemical Company at Panama City, Florida, is jointly owned by American Cyanamid Corporation and International Paper Company.

Newest tall oil plant to be announced is that of Monsanto Chemical Company



Interior applications on floors offer wide possibilities to use of Surco Terrazzo, based on Pliolite latex. The coating, developed through research at the Georgia Institute of Technology, is marketed by Goodyear. Used as a floor covering, it has remarkable wearing qualities, resiliency, and gives the appearance of wall-to-wall carpeting. Georgia Tech is one of several institutions in the South maintaining continuing programs to create new types of protective coatings.

Precision Paint Corporation is another one of the independent protective coatings manufacturing operations typical of many locations in the South. This plant is located on Peachtree Industrial Boulevard in Atlanta.

and Emery Industries. The jointly-owned $4 million venture will be at Nitro, West Virginia, and it is scheduled to be in full production by the Spring of 1958.

The South is a very large producer of a variety of important petroleum solvents. These raw material sources are centered in the Texas-Louisiana area and have accounted for a rapid growth of paint industries in those states.

The petro-chemical industries are also a source of synthetic resins of importance. Thus, once more the South has a very important locational advantage.

Research has, of course, contributed a great deal to the development of new paints and protective coatings, and one of the leading paint research groups in the South is the Georgia Tech Engineering Experiment Station.

One of the recent developments through Georgia Tech research is a coating now being marketed under the name Surco. It is used both in exterior and interior applications.

Based on Pliolite latex, the coating can be used in a wide variety of ways inside buildings or homes. On floors, for example, Surco Terrazzo can be employed to give a wall-to-wall carpet effect. It is comfortable to walk on, has little or no chill upon contact and does not become slippery when wet.

An example of an exterior application of Surco coating, which is marketed by Goodyear, is the waterproofing of reinforced concrete in the Georgia Tech stadium.

The coating was applied in an average one-fourth inch thickness over the thoroughly clean sub-surface of badly eroded concrete. The coating has stopped deterioration of the concrete, withstood temperature changes of four years and the wear and tear of capacity audiences.

Short Course

The University of Florida's Engineering and Industrial Experiment Station conducted a short course on paint research and technology early this year. The technical papers presented during the course have been published in the monthly "Engineering Progress" of the university's experiment station.

It was noted in the foreword of this publication that, "Prehistoric man used paint for decoration only but civilized man finds it essential for its protective properties as well as its decorative value. In fact, most of the artifacts of civilization could not function satisfactorily without the protection provided by organic coatings. Hence it follows that painting, although one of the earliest of the arts, is required in the most recent developments of science and will continue to grow in importance with every advance in civilization."

Another organization in the South which has done and is continuing to do extensive development work in the protective coatings field is the Southern Research Institute at Birmingham. The Institute has developed new products for several sponsors.

As pointed out by the Institute, much progress has been made in the evolution of protective coatings, but there is still need for modifications and innovations.

As only certain coatings are suitable for specific applications, new and improved formulations and new and im-

proved materials for use in these formulations are being developed continuously.

Such coatings are applied to metals, wood, paper, fabrics, ceramic products, stoneware and concrete.

Hence the need for the research activities carried out by the experiment stations at various colleges and by the paint manufacturers themselves.

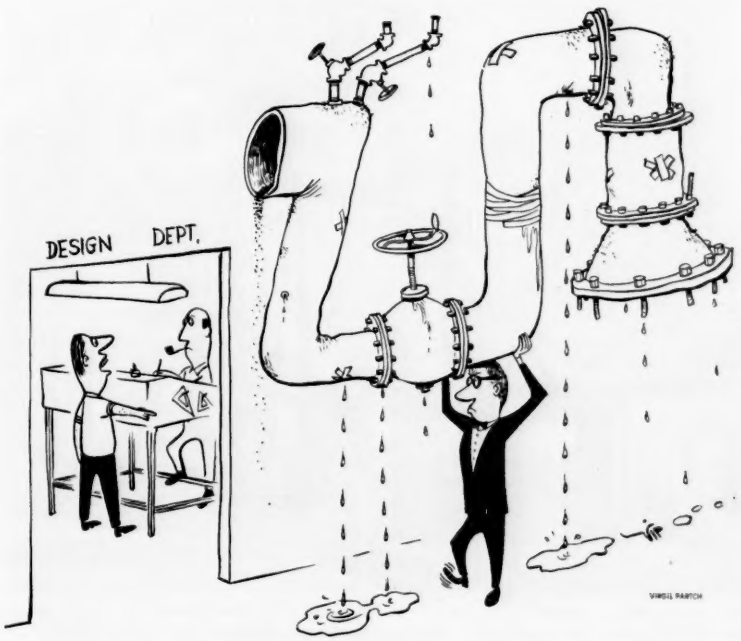
Another type of protective coating which is finding increasing use is porcelain enameled steel. It is now being employed extensively, for example, as an exterior finish for buildings.

The material owes its popularity to good weather resistance, economy of construction, ease of cleaning, availability in a variety of colors and a pleasing appearance.

Exploratory installations of porcelain enameled steel as the exterior finish of outdoor structures were made in Germany late in the Nineteenth Centtury. However, the greatest impetus to the use of the material for architectural applications has been in the United States.

The application of porcelain enamels over a number of decades to architectural installations and advertising and street signs has provided a substantial backlog of experience. But, this experience has been considerably augmented through recent completion of a 15-year weather exposure test of porcelain enameled steels by the National Bureau of Standards.

The Bureau points out that results of the study should be useful to enamel manufacturers in further improving the weather resistance of the product and to architects and engineers in specifying the best weather-resistant compositions.



"It's Filstrup, the corrosion engineer, sir, with a little problem."

Chemical coatings

protect your product... protect your plant

Today's Industry Demands Perfection in Protection. We offer this service combining latest production facilities plus technical "know-how" in the art of paint finishing. If you have a specific finishing problem, write us. No obligation, of course.

Carolina PAINT & VARNISH CO.
GREENSBORO, N. C.

DeSoto PAINT & VARNISH CO.
GARLAND, TEX.

DIVISIONS OF UNITED WALLPAPER, INC., CHICAGO, ILL.

SERVING THE SOUTH WITH INDUSTRIAL AND MAINTENANCE FINISHES

The new Napko Corporation paint plant at Houston cost some $500,000 and has 60,000 square feet of floor space. The company and its predecessors have enjoyed a healthy growth over a 30-year period.

The test specimens included 14 types of enamels. Exposure sites were selected at Washington, D.C., St. Louis, Atlantic City, and at Lakeland, Florida, in order to subject the enamels to all possible types of weather.

The investigation was carried out by D. C. Moore and W. N. Harrison of the Bureau's enameled metals laboratory, and their report is currently available from the Bureau in Washington.

In addition to its ability to protect, paint in various colors adds a great deal of aesthetic value to plants and buildings which otherwise would not be particularly pleasing to the eye.

Oil refinerys and chemical plants, for instance, recently among the more drab of industries, are blossoming forth in an array of rainbow colors. Until lately the colors of these plants —battleship greys, browns, blacks— had the single function of concealing dirt. Now an intense paint-up program has converted these lifeless structures into patches of myriad color from Texas to New Jersey.

Although imaginative painting of equipment and exteriors is a new school of thought, color has always been used to simplify pipeline identification in the chemical processing industries. In some instances, these color codes are required by law.

There're as many reasons for this pleasing switch to color as there are colors available to beautify the buildings. Brightly colored plants help to recruit employees and raise the morale of the working force. Cities welcome attractive plants. They aid in improving the looks of the community; and, at the same time, eliminate acres of dull black and grey structures.

Besides these psychological improvements, actual monetary gain is made possible by color, despite the expense of the varigated paints. Safety codes may be arranged, and these codes pay off in lower insurance rates. Planned painting helps keep the number of accidents at a minimum. For example, an employee knows that machinery painted green may be heated to intense temperatures. Stairs and ladders may be painted bright red to prevent accidents, and cool colors may be given maximum space to help avoid eye-strain.

Among firms involved in company-wide paint-up programs are Esso Standard Oil, Dow Chemical Company, and the General Chemical Div. of Allied Chemical & Dye Corporation. On the con side, it is reported that choice of color is limited by corrosive atmospheres. Olin Mathieson is one large chemical firm which maintains traditional painting.

The 1956 report of the National Paint, Varnish & Lacquer Association, Inc., shows that white remains by far the most popular color used in painting in the United States. Almost 70 per cent of exterior paint sold by paint manufacturers in 1955 was white. Forty-one per cent of interior flat

This operator is shown filling paint on the new automatic fill out machine in the Napko Corporation plant at Houston.

paint sold that same year was white. Almost 30 per cent of latex emulsions sold in 1955 were white, as were 38.9 per cent of all-purpose enamels.

Some oil companies report that evaporation losses are reduced by as much as 60 per cent by using white paint of high solar reflectory. White paint is 80 times more reflective than black, one and one-half times more reflective than light grey, and twice as reflective as aluminum paint.

In a recently released book, "New Horizons in Color," by Faber Birren, it is pointed out in detail how the proper use of color can ease eyestrain, lessen fatigue, increase work capacity, and lower the accident rate.

Colors in a restaurant can make the food more appetizing; colors in a store can induce sales, and colors in a home can create a restful, gracious setting. In all types of buildings, color schemes may be judged not only in terms of appearance but also in terms of actual results.

Color Helps Morale

Birren says the objectives of color conditioning in factories, schools, hospitals and offices are:

1. Improved production.
2. Better workmanship.
3. Fewer seconds and rejects.
4. Relief from eyestrain and fatigue.
5. Fewer accident hazards.
6. Shorter periods of worker-training.
7. Finer morale and lower rates of absenteeism and labor turnover.
8. Higher standards of plant housekeeping and care of equipment.
9. Better public and industrial relations.

Such aims as these mean an ever increasing use of more and more types of paint, in greater variety of color; and this, in turn, means a continuing opportunity for development, through research, of additional products and more business for protective coatings manufacturers.

Protective Coatings Companies Listed

Following is a list of various plants in the South which are engaged directly or indirectly in the production of paints and other protective coatings, as compiled by the research staff of MANUFACTURERS RECORD.

This listing will be incorporated into the complete list of Southern firms to be carried in the 1957 edition of the BLUE BOOK OF SOUTHERN PROGRESS.

The number of employees working at each of these companies is indicated by the code: A—(under 25); B—(25-100); C—(100-250); D—(250-1,000), and E—(over 1,000).

ALABAMA

Allied Chemical & Dye Corp., Barrett Div., 1327 Erie St., Fairfield. Wood preservatives, tar acids, pitch, paint, cement, asphalt. (D)

Mobile Paint Mfg. Co., Inc., 854 S. Conception St., Mobile, B. S. Butler, Pres. Paints, lacquers, varnish. (C)

Reichhold Chemicals, Inc., Tuscaloosa, P. J. Ryan, Vice Pres. Chemically precipitated colors, synthetic resins. (D)

Ruberoid Co., 2400 Emogene St., Mobile, Carter Smith, Gen. Supt. Asphalt. (D)

U.S. Pipe & Foundry Co., Bessemer, C. L. Lawson, Pres. Paint, tar, concrete. (D)

ARKANSAS

Stebbins & Roberts, Inc., 1300 East Sixth St., Little Rock, Mrs. H. C. Stebbins, Pres. Paint, varnish. (C)

FLORIDA

Bruning Bros., Inc., 1800-1900 N.W. 1st Court, Boca Raton, E. F. Bruning, Pres. Paint. (C)

Harris Standard Paint Co., Inc., 1022 N. 19th St., Tampa, J. E. Harris, Jr., Pres. Chemicals. (B)

GEORGIA

Boatwright Paint Co., Norcross. Paint. $500,000.

Dixie Paint & Varnish Co., Brunswick. Paint, varnish. (C)

E. I. Du Pont, Tucker. Paint, auto finishes. (C)

Glidden Co., Atlanta. Paint. (C)

Minnesota Paints, Inc., Atlanta. Paint, varnish. (C)

Pittsburgh Plate Glass Co., East Point. Paint. (C)

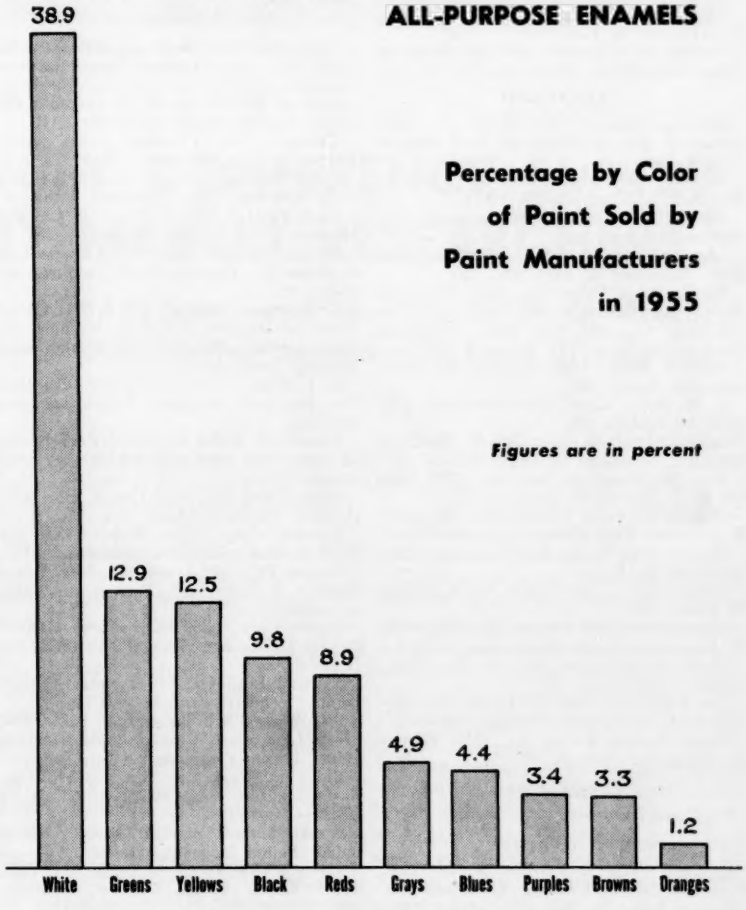
Precision Paint Corp., Chamblee, C. W. Ptacek, Pres. Paint. (B)

Sherwin-Williams Co. of Georgia, Inc., Atlanta. Paint. (C)

William Armstrong Smith Co., East Point. Paint, varnish. (C)

Tom Sawyer Paints, Inc., Brunswick. Paints, varnishes.

Warren Co., 905 Memorial Dr., N.E., Atlanta, J. D. Harris, Pres. Paints. (D)



Zac-Lac Paint & Lacquer Corp., Atlanta. Paint, lacquer. (C)

KENTUCKY

Devoe & Raynolds Co., Inc., 223 N. 15th St., Louisville. Paint. (C)

Jones-Dabney Co., 1481 S. 11th St., Louisville. Paint. (D)

Kendall Co., Bauer & Black Div., Franklin. Plastic tape coatings. $1 million (C)

Kentucky Color & Chemical Co., Inc., 600 N. 34th St., Louisville. Inorganic color pigments. (C)

Kurfees Paint Co., 201 E. Market St., Louisville. Paint. (B)

Chas. R. Long, Jr. Co., 1630-44 W. Hill St., Louisville. Paint. (B)

Louisville Varnish Co., Inc., 1400 Maple St., Louisville. Paint. (B)

Progress Paint Mfg. Co., 826 W. Main St., Louisville. Paint. (B)

Reliance Varnish Co., 4730 Crittenden Dr., Louisville. Whiting, putty, wood fillers. (C)

Schaefer Varnish Co., Inc., 15th & Magnolia Sts., Louisville. Paint. (B)

LOUISIANA

Glidden Co., 434 Josephine, New Orleans 8. Paint. (C)

Johns-Manville Products Corp., 3826 North St., Marrero. Paint. (D)

Marine Paint & Varnish, Inc., 8301 Fig, New Orleans 18. Paint. (B)

Victory Oil Co., Inc., Box 36, Arabi 16. Paint, oil, solvents. (B)

MARYLAND

Baltimore Paint & Color Works, Inc., 2315 Annapolis Ave., Baltimore 30, A. A. Shuger, Pres. Paint. (C)

Bruning Bros., Inc., 4209 E. Chase St., Baltimore 5. Paint, varnish. (B)

Cadar Paint Corp., 2700 Annapolis Rd., Baltimore. Paint.

Chemical-Pigment-Metals, 2701 Broening Hwy., Baltimore 22. Pigments. (D)

H. B. Davis Paint Co., Inc., Bayard & Severn Sts., Baltimore 30. Paints. (C)

Farboil Co., 801 Key Hwy., Baltimore. Paint. (C)

Hanline Bros., 1400 Warner St., Baltimore 30. Paint. (B)

J. M. Huber Corp., Havre-de-Grace. Pigment for rubber. (B)

Lasting Products Co., 200 S. Franklintown Rd., Baltimore 23. Paint. (C)

John W. Masury & Son., Inc., 1700 Bayard St., Baltimore 30. Enamels. (C)

Mineral Pigments Corporation, Muirkirk, N. D. Scowe, Pres. Colored pigments. (C)

Murphy Paint Corp., 2317 Annapolis Ave., Baltimore 30. Paint.

O'Brien Corp., 3200 Biddle St., Baltimore 13. Paint. (B)

Pemco Corp., 5601 Eastern Ave., Baltimore 24. Porcelain enamel, glazes, stains. (C)

Reeder Oliver & Son, Inc., 501 Key Hwy., Baltimore 30. Paints. (B)

The White Co., 3200 E. Biddle St., Baltimore 13. Paint, waterproofing. (B)

Young Aniline Works, Inc., 2731 Boston St., Baltimore. Dyestuff. (B)

MISSISSIPPI

No Plants Reported.

NORTH CAROLINA

Carolina Paint & Varnish Works, 1025 Howard St., Greensboro. Paint, varnish. (B)

English Mica Co., Box 275, Spruce Pine. Paint, pigments. (B)

Lilly Co., Box 1821, High Point. Paint, varnish, lacquer. (B)

Marietta Paint & Color Co., Box 711, High Point. Paint. (C)

Southern Dyestuff Corp., Box 1045, Charlotte. Dyes, color lakes, toners. (D)

Wolverine Finishes Corp., Morganton. Lacquers, sealers. $100,000.

OKLAHOMA

Allied Paint Mfg. Co., 2300 N. Lewis St., Tulsa, Ainslie Perrault, Pres. Paint, varnish. (B)

Dowell, Inc., 1645 E. 21st St., Tulsa, John G. Staudt, Vice-Pres. Paint, varnish. (B)

SOUTH CAROLINA

Spartan Paint Co., Spartanburg.

TENNESSEE

Chapman Chemical Co., Brooks Rd., Memphis. Asphalt additives, wood preservatives. (C)

Gilman Paint & Varnish Co., Charles & Water Sts., Chattanooga. Paints, lacquers, enamels. (C)

Southern Shellac Mfg. Co., 556 Suzette St., Memphis. Shellac, varnish. (C)

Warren Paint & Color Co., 700 Wedgewood Ave., Nashville. Paint, varnish, finishes. (B)

TEXAS

Atlas Building Products, 200 N. Glenwood, Box 601, El Paso. Paints, lacquers, varnishes. (C)

Andrew Brown Co., 801 E. Lee, Box 246, Irving. Paints, lacquers, varnishes. (B)

Certain Teed Products Corp., Acme. Paints, lacquers, varnishes. (D)

Coast Paint & Lacquer Co., 6901 Calvacade, Houston. Paints, lacquers, varnishes.

Cook Paint & Varnish Co., 2519 Crockett, Houston. Paint, varnish, lacquers. (C)

DeSoto Paint & Varnish Co., Forest Lane & Shiloh Rd., Garland. Paint, lacquers, varnishes. (C)

Gulf States Asphalt Co., 300 Christy Place, S. Houston, Lloyd F. Bramble, Sr., Pres. Asphalt, asphalt alum. paints, waterproofing compounds. (C)

A. C. Horn Co. of Texas, Inc., 815 Dowling, Box 2585. Houston. Paints, Lacquers, varnishes. (C)

Jones-Blair Paint Co., Inc., 6969 Denton Dr., Box 7025, Dallas. Paints, lacquers, varnishes. (C)

Kuhn Paint Co., 4020 Center, Box 2218, Houston. Paints, lacquers, varnishes. (C)

Lambert Corp., 1818 Weber, Box 151, Houston. Paints, lacquers, varnishes. (B)

Masury Paints of Texas, Inc., 5 N. Milam, Houston, J. Barry York, Pres. Paints, enamels, varnishes.

Napko Corp., 5300 Sunrise St., Houston 21, Ed D. Konken, Pres. Paints. $500,000. (C)

National Lead Co., 959 Terminal, Dallas. Paints, lacquers, varnishes. (C)

Pittsburgh Plate Glass Co., Paint Div., Crosby-Liberty Rd., Box 2555, Houston. Paints, lacquers, varnishes. (C)

Richmond Tank Car Mfg. Co. of Texas, 9800 Clinton Dr., Box 15037, Houston. Paints, lacquers, varnishes. (B)

Sewall Paint & Varnish Co., 1306 River, Dallas. Paints, lacquers, varnishes. (B)

Sherwin Williams Co. of Texas, 4141 Commerce, Dallas. Paints, lacquers, varnishes. (C)

Socony Paint Products Co., Box 2848, Beaumont. Paints, lacquers, varnishes. (B)

Southwestern Petroleum Co., Inc., Div. of Zone Co., Deen Rd., Box 789, Fort Worth. Paint, lacquers, varnishes. (B)

Texas Eastman Co., Div. of Eastman Kodak Co., Longview, James C. White, Pres. Plastics, chemicals.

Texcrete Co., Box 5848, Dallas. Paint, lacquers, varnishes. (B)

Texcrete Co. of Corpus Christi. Paints, lacquers, varnishes. (B)

Texcrete Co. of San Antonio, 300 Merida, San Antonio. Paints, lacquers, varnishes. (B)

Tube-Kote, Inc., 2727 Holmes Rd., Box 22037, Houston. Paints, lacquers, varnishes. (B)

United States Gypsum Co., Box 278, Sweetwater. Paints, lacquers, varnishes. (D)

Zone Co., 917 N. Main, Box 789, Fort Worth. Paints, lacquers, varnishes. (C)

VIRGINIA

American Cyanamid Co., Pigments Div., Piney River. Inorganic color pigments. (D)

American Pigment Corp., Hiwassee. Iron oxide pigments. (B)

Atlantic Varnish & Paint Co., Inc., 3000 N. Boulevard, Richmond. Paints, lacquers, varnishes. (B)

Avolite Pure Paints, Richmond. Paints, lacquers, varnishes. (C)

Lineman Wood Finish Co., Galax. Varnishes, lacquers, stains.

Prillaman Co., Martinsville. Paints, lacquers, varnishes.

Southern Varnish Corp., P.O. Box 1004, Roanoke 5. Paints, varnishes, fillers. (B)

WEST VIRGINIA

B P S Paints, 1868 Main St., Weirton. Paint.

Evans Lead Corp., MacCorkle, Charleston. R. M. Evans, Pres. Paint ingredients.

FASTER GROWTH SEEN BY BEAIRD AT SHREVEPORT

SHREVEPORT. The purchasing power and growth potential of J. B. Beaird Company, Inc., here has been greatly improved through its merger with American Machine & Foundry Company of New York.

Beaird is recognized as the world's largest manufacturer of liquified petroleum gas systems and is a leading maker of packaged compressors for the oil and gas industry.

American Machine & Foundry makes 85 different products and employs 14,000 persons. It has 36 plants and five research and development laboratories in the United States and foreign countries.

Beaird operates plants in Shreveport; Clinton, Iowa, and Stockton, California. It also recently acquired tank manufacturing facilities of the Butler Manufacturing Company in Galesburg, Ill.

Research Ship Is Launched At Gloucester Pt.

GLOUCESTER POINT, VA. With the launching of the *Pathfinder*, the research vessel which is to be used to investigate problems relating to Virginia's multi-million dollar seafood industry, scientists at the Gloucester Point Laboratory look to a new day in fisheries research. This is the first boat specifically designed for marine research in the Chesapeake Bay estuarine and coastal waters.

"The *Pathfinder* will be a floating marine laboratory to further our knowledge of the sea and its myriad forms of life," Dr. J. L. McHugh, director of the Virginia Fisheries Laboratory declared. "She will perpetuate the memory of Commodore Matthew Fontain Maury, known as the 'Pathfinder of the Seas'."

This Spottsylvania-born Virginian became world-renowned for his publication of wind and current charts which have been of inestimable value to ocean navigation for a hundred years, and were assembled during the years he served in the United States Navy. In 1861, Maury resigned his commission to represent the Confederacy in Great Britain and years later, still serving his native state and the navigator, he became instructor in meteorology at Virginia Military Institute.

The pioneering nature of the research program at the Laboratory is suggested by the name of the new vessel. The *Pathfinder* will enable scientists to continue their work under conditions which could not be weathered by the present vessel, the "Virginia Lee." She will be equipped with winches for hauling dredges and trawl nets. A fathometer will make tracing of the contours of the floor of the ocean and Bay. A quick-freeze box will preserve specimens in the fresh state until they can be carefully examined by scientists. Live tanks, properly aerated, will hold fish and other marine forms for delivery to the Gloucester Point Laboratory. A chemical laboratory for analysis of seawater is an integral part of the new vessel.

The luxurious Balmoral, popular hotel on Miami Beach, will be the scene July 22 and 23 of a Southwide Market Research Conference. The meeting is being sponsored by the Southern Association of Science and Industry.

JULY CONFERENCE SLATED BY MARKET RESEARCHERS

SASI-Sponsored Meeting To Be In Miami; Outstanding Speakers To Lead Discussions

ATLANTA. A Southwide Market Research Conference has been scheduled in Miami on July 22 and 23, 1957, by the Southern Association of Science and Industry.

Plans for the conference, which will be held at the luxurious Balmoral Hotel in Miami Beach, were revealed by Dr. Frank J. Soday, president of SASI and vice president of Chemstrand Corporation, Decatur, Alabama.

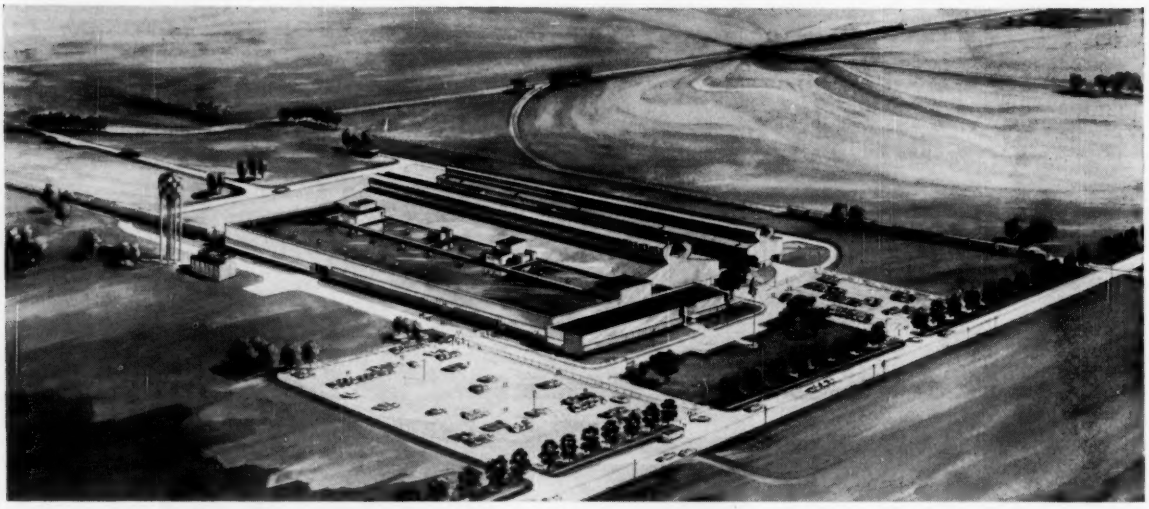
Dr. Soday said the conference was authorized by the Southern Governors' Conference to be conducted by SASI.

Philip Moore, president of First Research Corporation, Miami, will be conference chairman, and a number of outstanding speakers will take part in the program.

During the course of the meeting, two major topics will be considered. The first will be: "Who Needs Market Research in the South?" The other will be: "Current and Future Southern Market Research Programs." Following these discussions, the group will make a summary of findings and draw up a list of recommendations.

Taking part in the discussions on the need for market research will be representatives of such organizations as manufacturers, distributors, public service firms, trade associations, electric utilities, common carriers, city planners, and industrial development groups.

Those to participate in the sessions on market research programs in the South will include consultants, representatives of universities and research institutes, financial institutions, consumer media, farm press, business press, advertising agencies and government units.



The architect's drawing shows design details and the exterior appearance of the new Ford Motor Company aluminum castings plant now being built at Sheffield, Alabama. To utilize 64 million pounds of Alabama aluminu m a year, the plant will be completed in 1957.

Ford Continues Southern Expansion

The Ford Motor Company, a business citizen of the South for half a century, is pushing growth of its manufacturing, warehousing and marketing operations in the region, and looks forward to more expansion in the future . . .

DEARBORN. Ford Motor Company, a business resident of the South for 50 years, is keeping pace with the area's rapid economic growth through an expansion program which is the greatest in the company's history.

Back in 1907 when Golfer Bobby Jones was only five years old, the late Henry Ford—with an eye on the deep South as a great potential automobile market and source of raw materials—established a sales and service branch in Atlanta at Ivy Street and Edgewood Avenue.

Starting with only a handful of people in a remodeled harness shop, Ford steadily expanded in this and other Southern communities until today the publicly-owned corporation is one of the South's major industrial citizens.

Ford Motor Company's investment in facilities in Southern states is currently more than three times greater than before World War II, amounting to more than $400,000,000 in plants in operation or under construction, and in franchised dealerships.

Creating jobs for approximately 56,000 people in the South, Ford and Ford dealers will be spending an estimated $250,000,000 annually for payrolls, materials and services in Southern states, when the new Nashville, Tenn., glass plant and the new Sheffield, Ala., aluminum castings plant are completed.

The company's present operations in the South include five assembly plants, nine parts depots, and several sales offices in most principal cities. Assembly plants are located in Louisville, Memphis, Atlanta, Norfolk, and Dallas, and parts depots are at New Orleans, Atlanta, Charlotte, Dallas, Houston, Jacksonville, Memphis, Oklahoma City, and Richmond.

Wherever the Southern motorist might travel, units of the company's product divisions are readily recognized as Ford, Mercury, Lincoln, and Continental automobiles, Ford tractors and farm implements, and Ford industrial engines. Although its product won't be seen on The American Road until the latter part of this year, the Edsel Division is currently working through already-established sales offices to launch the country's newest car by way of an entirely new dealer organization. District offices for Southern activities have been set up in Atlanta, Dallas, Houston, Memphis, Jacksonville, and New Orleans with a regional office also being established in New Orleans.

The Edsel, in addition to creating still more jobs for the manufacture and assembly of the car line itself, will add considerably to the economy through new dealerships, new supply and new service outlets.

In a recent speech at Sea Island, Ga., C. R. Beacham, Ford Division general sales manager and a native Georgian, said the South is contributing significantly to the increases in Ford sales,

adding that Southern dealers during January sold 27 per cent more cars than in the same period of 1956. Further, he revealed that Ford's Southern plants produce about 200,000 more vehicles annually than are sold in the Southern market.

"This means that every Southern-built Ford sold somewhere else in America has helped create a new job for a Southerner," he said, "and because of such achievement, the South's economy is growing at twice the rate of the rest of the nation."

Ford top spokesmen are quick to admit that the firm could produce few end products without the aid of some 6,000 supplier companies, many of which are near neighbors to the various assembly plants. Included among approximately 12,000 separate parts that go into each automobile are representative products of many Southern suppliers.

Materials From South

Raw materials from Southern states, too, contribute importantly to Ford products. Aluminum from Alabama and Tennessee, coal from Kentucky and West Virginia, wood from Georgia, tung oil from Louisiana, Mississippi and Florida, sulphur from Louisiana and Texas, oil from Oklahoma and Texas, fluorspar from Kentucky, and wool, cotton and hides from several regional states are only some of the South's contributions to Ford Motor Company automobiles.

As many illustrations as there are operations can be given for each Southern state and city that has a part of Ford Motor Company within it. If Ford money could be identified to chart its flow, it might easily be recognized by thousands of grocers, barbers, clothing retailers, and other small business men during the course of a day's receipts.

Examples of 1956 might stem from nearly $10,000,000 in Norfolk and Richmond pay checks for Virginia; more than $17,000,000 spent by Ford in Dallas and Oklahoma City for rail, air and truck freight; and from the cost of 180 tons of Kentucky coal consumed daily in cold weather by the Louisville assembly plant. Utility costs, common to Ford plants across the nation, amounted to more than $200,000 for the company's Dallas assembly operation during 1956.

Suggestion Plan

Not without its economic importance, the Ford suggestion plan awarded $18,759 to Louisville assembly plant employees for workable ideas submitted during the year. In the area of community relations, the Kentucky plant's hourly and salaried employees contributed in excess of $28,000 to health, educational and civic welfare groups. In addition, the Ford Community Relations Committee there processed contributions of more than $17,000 to similar groups.

In the area of plant expansion and new construction, the Atlanta assembly plant is being nearly doubled to increase capacity from the present 334 units for an eight-hour shift to a possible 640 units daily on a two-shift operation. Scheduled for completion in late 1958, the project calls for an addition of 407,000 square feet of manufacturing floor space to the existing 653,000 square feet of floor space.

At Sheffield, Ala., the new Ford aluminum casting plant will exceed the average $12,500 in capital equipment for each employee. The plant, which will use about 64 million pounds of Alabama aluminum each year, is being built on an 130-acre site. It will employ more than 800 persons and have a payroll of about $4,000,000 a year.

New Nashville Plant

At Nashville, the first ribbon of glass rolled from the giant furnace of the world's largest glass plant on Dec. 17, slightly more than 15 months after construction began on the 1,000,000 square-foot structure.

The plant will eventually employ 2,500 people and the payroll will approach $12 million.

One of nine Ford Motor parts plants in the South, the Charlotte depot was completed in 1952. It serves more than 200 dealers in the Carolinas area.

STEEL Every Kind Quick Delivery

BARS—carbon & alloy, hot rolled & cold finished, drill rod, Ry-Ax for axles, etc.

STRUCTURALS — beams, channels, angles, etc.

PLATES—Many types including, abrasion resisting, Inland 4-Way Safety Plate, etc.

SHEETS—hot & cold rolled, many types & coatings.

TUBING—mechanical, boiler and structural.

REINFORCING—bars & access.

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The attractive scale model pictured here shows the front of the DuPont Plaza Center, Miami, and illustrates the various levels for reaching the components of the triple-purpose facility. Work currently is in progress on the big project.

Business-Educational Leaders' Team Pushes Arkansas Economic Program

FAYETTEVILLE, ARK. An interesting and constructive program is being conducted in Arkansas by educational and business leaders.

Briefly, the project is a college-community program of cooperative research by business leaders and University of Arkansas faculty into basic economic problems affecting Arkansas. It is sponsored jointly by the Arkansas State Chamber of Commerce and the university.

Participating groups include the Business Advisory Committee, composed of senior executives of leading industries in the state; the Business Executives' Research Committee, a group of young executives occupying responsible positions in industry, and the Coordinating Committee. The latter is composed of representatives of the sponsoring agencies, chairman of the two other committees, and faculty members of the university.

Objectives of the program are to:

1. Establish a research team that will conduct studies and recommend practical steps to relieve the pressing economic problems of the state.

2. Encourage objective investigation of economic problems by business leaders as a means of developing a broader community outlook.

3. Develop and encourage a closer relationship between leaders of the business community and faculty members of the university.

The first research topic selected was "How to Strengthen Home-Owned Industry in Arkansas."

Three phases of this topic being investigated are:

1. What additional financial sources are needed?

2. How can the availability of management education and consulting services be improved?

3. How can we provide a better business climate for industrial growth?

The results of this comprehensive program should prove to be very helpful to Arkansas and could well serve as a model for such activities in other states.

Synthetic Fiber May Improve Paper Making

WILMINGTON. Commercial production of paper made from synthetic fibers is foreseen within a year, according to the country's leading paper manufacturers and the Du Pont Company. This speed-up of commercial availability has been made possible through the solution of many technological problems sooner than originally anticipated.

Recent developments resulting from Du Pont research, for example, have been specially treated papermaker fibers of nylon, "Dacron" polyester fiber, and "Orlon" acrylic fiber, and the development of special cutting techniques which permit cutting these fibers to short lengths without fiber fusion or presence of long fibers. Because of these developments, papermaking fibers are now being made available to the paper industry in semi-commercial quantities.

Fibers can be obtained in one-quarter and one-eighth inch lengths with a diameter of 0.7 mils (3 denier). A broader range of fiber lengths and deniers will be available in the near future.

With the co-operation of leading paper companies, the use of synthetic fibers in papermaking has grown from laboratory production to semi-commercial availability in three years.

Pioneered by Du Pont, synthetic-fiber paper has little resemblance to the "paper" on the newsstand. The term is applied because it is manufactured on conventional papermaking machinery. A more apt definition might be "non-woven bonded paper-like structures." A diversified range of appearances and characteristics is possible, ranging from drapable fabric and felt-like structures to crisp papers or tough parchments.

Papers made from synthetic fiber show excellent resistance to corrosive chemicals, bacteria, heat and moisture, as well as high strength, outdoor durability, excellent dimensional stability, and good dielectric properties.

Because of their unique properties, synthetic fiber papers will be confined

to specialty paper markets and those markets now held by woven fabrics. There will be little encroachment on existing paper fields.

While a number of production problems remain to be solved, their solution appears imminent and emphasis has now been placed on end use studies. Industrial end uses with considerable promise, many of which are now being field tested, include electrical insulation, backings for coated fabrics, map and chart paper, filtration, light-duty tarpaulins, replacement for multi-wall bags, and felt-like structures for low and high pressure laminate reinforcing batts.

Apparel and home furnishings markets also suggest potential end uses like rug backings, draperies, skirts, auto panels and headliners, and shoe fabrics.

While research has shown that specialty papers with a wide range of physical and functional properties can be prepared from synthetic fibers and from blends of synthetic fiber and pulp, they will cost more than conventional papers. Preliminary end use studies, however, indicate they can compete in applications where their properties offer specific advantages.

Radiation Meeting Set For May 18 At Texas University

AUSTIN, TEXAS. An industrial radiation conference will be held at the University of Texas here on May 18.

Among the topics to be discussed will be industrial uses of radiation, new developments in dose determination, interaction of radiation with matter, radiation measurement, residual radiation in relation to civil defense, shielding for industrial radiation, examples of shielding problems, remote control in industrial radiography, and disposal of radioactive wastes.

The conference will be sponsored by the Civil Engineering Department of the University of Texas, the Division of Occupational Health, Texas State Department of Health, and the North and Gulf Coast Sections of the American Industrial Hygiene Association.

A number of outstanding speakers will participate in the conference.

Books and Reports

Monopoly Power as Exercised by Labor Unions, National Association of Manufacturers, 2 East 48th Street, New York 17, N. Y., 31 pp., 25 cents.

University of Tennessee News Letter, Special Tennessee Business issue, prepared by the College of Business Administration, on the outlook for 1957, Univ. of Tennessee, Knoxville, 11 pp.

Annotated Tables of Strength and Elastic Properties of Rocks, by Ralph G. Wuerker, Univ. of Illinois, Department of Mining & Metallurgical Engineering, Urbana, Ill., 22 pp.

Activities of the Texas Engineering Experiment Station, 1954-56, compiled by Fred J. Benson, vice director of the station, College Station, Texas, 26 pp.

The Business Outlook and Monetary Restraint, by Dr. L. B. Raisty. Special report in the February, 1957, issue of The Atlanta Economic Review, Bureau of Business and Economic Research, School of Business Administration, Georgia State College, Atlanta 3, Ga., 12 pp.

Fact Book on Certified Lighting for Industry, The National Lighting Bureau, 155 East 44th St., New York 17, N. Y., 7 pp. Also Fact Book on Certified Lighting for Offices.

Mergers, a report of the Committee on Economic Policy of the Chamber of Commerce of the United States, Washington 6, D. C., 24 pp.

Explosion at Bayside, Queens, July 2, 1956. A special report submitted to Gov. Averell Harriman of New York by the Council on the Use of Nuclear Materials. State of New York, Department of Commerce, Albany, 37 pp., plus charts and illustrations.

Departmental Merchandising Results in Small Department Stores, Bureau of Business Research, School of Business Administration, Univ. of Michigan, Ann Arbor, 52 pp.

Statistical Abstract of Oklahoma, Bureau of Business Research, Univ. of Okla., Norman, 151 pp.

Microscopical Studies on Wool Dyeing, by H. E. Millson, American Cyanamid Co., Organic Chemicals Div., Bound Brook, N. J., 9 pp.

The Research Engineer, Georgia Tech Experiment Station, Atlanta. Special report on nuclear assembly in construction, 20 pp.

The Role of Science in the Development of Water Resources in the South, by E. L. Hendricks. January issue of Georgia Business, Bureau of Business Research, College of Business Administration, Univ. of Ga., Athens.

Educational Testing Service, annual report, 20 Nassau St., Princeton, N. J., 150 pp.

The Trend in Engineering, Univ. of Wash., Engineering Experiment Station, Seattle, quarterly report, 33 pp.

New Orleans and the Gulf Coast Chemicals and Petroleum, a directory of plants, refineries, production companies and related industries, The National Bank of Commerce, New Orleans.

Annual Report of Georgia Water Control in 1956, State of Georgia, Department of Public Health, Atlanta.

AEC Extends DuPont Pact

AIKEN, S. C. An extension of the contract under which E. I. du Pont de Nemours and Company operates the Savannah River Plant for the U. S. Atomic Energy Commission has been announced by R. C. Blair, Manager, Savannah River Operations Office, Atomic Energy Commission.

The extension, running through June 30, 1960, contains provisions for renewal of the contract by mutual agreement at the end of that period. Du Pont began work for the Commission on the Savannah River Project in 1950.

"We are pleased to announce the extension of the contract between the Commission and du Pont," Mr. Blair stated. "In operating the Savannah River Plant, du Pont has established an outstanding record in the production of materials vital to the national defense and security.

"Production schedules have been met, economies effected and advances made in all aspects of plant operations, together with establishment of high safety standards. Programs of wide interest also have been undertaken at the plant in several fields of peacetime application of atomic energy.

"We look forward to continued association with du Pont in the important work being accomplished at the Savannah River Plant."

Space Symposium Set At Birmingham In May

BIRMINGHAM. A symposium on "The Age of Space" will be conducted May 15-16 by the Southern Research Institute here.

Seven broad discussions are scheduled for the first day. They include the IGY Earth Satellite Program, Materials for Space Vehicles, Missiles and Defense, Space Medicine, and others.

On the second day there will be a visit to Redstone Arsenal and the Army Ballistic Missile Agency at Huntsville.

Officials said main purpose of the symposium is to focus attention on the significance, both to industry and technology, of current developments in the rocket and missile field.

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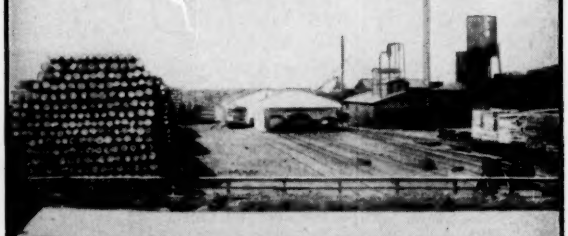

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Largest Plants Of Their Kind In the South

Businessmen from all parts of the South have responded to the question asked by MANUFACTURERS RECORD, "Is your plant in the South the largest of its kind in the nation or in the world?"

This month MR is publishing the latest responses to the query, the listing below being compiled from entries sent to the magazine in the form of nominations for the largest plants.

If you want to take issue with any of these nominations or have further suggestions and claims about other plants, MR welcomes your response and will publish corrections and additions to the list in subsequent issues.

APPAREL

Acme Boot Mfg. Co., Clarksville, Tenn.; world's largest producer of cowboy boots.

Men's Hats, Inc., Baltimore; nation's largest manufacturer of men's hats.

APPLIANCES

General Electric Co., Louisville; world's largest major home appliance plant.

CHEMICALS

American Cyanamid's Acetylene plant, Avondale, La.; world's largest producer of acetylene.

Dow Chemical Co., Freeport, Texas; nation's largest chemical plant.

W. R. Grace & Co., Davison Chemical Co., Baltimore; world's largest plant for production of superphosphates.

International Minerals and Chemicals Corp., Bartow, Fla.; nation's largest phosphate mine and concentrate plant.

Mutual Chemical Div. of Allied Chemical and Dye Corp., Baltimore; world's largest bichromate factory.

National Carbide Co., Div. of Air Reduction Co., Inc., Calvert City, Ky.; world's largest producer of calcium carbide.

ELECTRICAL EQUIPMENT

Black and Decker Mfg. Co., Baltimore; world's largest producer of portable electric tools.

General Electric Co., Insulator Dept., Baltimore; nation's largest producer of high tension insulators.

FOOD

Pasco Packing Co., Dade City; nation's largest citrus concentrate plant.

Sessions Co., Enterprise, Ala.; nation's largest producer of peanut oil and butter.

United States Sugar Corp., Clewiston, Fla.; nation's largest crude sugar mill.

J. S. Young Co., Baltimore; nation's largest licorice extract mfg. firm.

FURNITURE

Eastern Venetian Blind Co., Baltimore; world's largest producer of venetian blinds, parts.

Mississippi Products, Jackson; nation's largest completely integrated furniture and cabinet plant.

Taylor Bedding Co., Taylor, Texas; nation's largest bedding factory.

"If you can get by the big bosses secretary—He'll be glad to see you."

GLASS

Chattanooga Glass Co., Chattanooga; world's largest manufacturer of soft drink bottles.

Fostoria Glass Co., Moundsville, W. Va.; nation's largest producer of hand-made table glassware.

INSTRUMENTS

Friez Instrument Div. of Bendix Aviation Corp., Baltimore; world's largest producer of weather instruments.

Scripto, Inc., Atlanta; world's largest producer of writing instruments.

METALS

American Cast Iron Pipe Co., Birmingham; nation's largest manufacturer of cast iron pressure pipe.

American Smelting & Refining Co., El Paso, Texas; nation's largest copper smelter.

Armco Steel Corp., Baltimore; nation's largest producer of stainless steel.

Crown Cork & Seal Co., Baltimore; world's largest producer of bottle caps.

Electro Manganese Corp., Knoxville; nation's largest producer of electrolytically pure metallic manganese.

International Nickel Co., Huntington, W. Va.; world's largest producer of nickel and nickel alloys.

Kaiser Aluminum & Chemical Corp., Chalmette, La.; nation's largest aluminum reduction plant.

Koppers Co., Metal Products Div., Baltimore; nation's largest producer of gas manufacturing and gas holder equipment.

Phelps Dodge Corp., El Paso, Texas; nation's largest copper refinery.

Tin Processing Corp., Texas City; nation's largest tin smelter.

MINERALS

Floridin Co., Quincy, Fa.; nation's largest Fuller's Earth plant.

OIL WELLS

Halliburton Oil Well Cementing Co., Duncan, Okla.; nation's largest oil well cementing company.

Hughes Tool Co., Houston; nation's largest manufacturer of oil well equipment.

PAPER

Union Bag-Camp Paper Corp., Savannah; world's largest pulp and paper mill and kraft container plant.

PETROLEUM

Esso Standard Oil Co., Baton Rouge; nation's largest petroleum refinery.

Ethyl Corp., Baton Rouge; world's largest tetra ethyl lead manufacturer.

PRINTING

Kingsport Press, Kingsport, Tenn.; world's largest book manufacturers.

Valentine Pulp & Paper Corp., Lockport, La.; nation's largest producer of newsprint from bagasse.

ROOFING

Minnesota Mining & Mfg. Co., Little Rock, Ark.; nation's largest producer of roofing granules.

TEXTILES

Chemstrand Corp., Pensacola; nation's largest nylon plant.

Dan River Mills, Inc., Danville, Va.; world's largest single-unit textile mill.

E. I. du Pont de Nemours & Co., Inc., Martinsville, Va.; nation's largest producer of nylon.

TOBACCO

R. J. Reynolds Tobacco Co., Winston-Salem; nation's largest tobacco company.

John H. Swisher, Jacksonville; nation's largest cigar factory.

TRANSPORTATION

AMF Cycle Co., Little Rock; nation's largest manufacturer of bicycles.

Convair Div. of General Dynamics Corp., Ft. Worth; nation's largest aircraft factory.

Fox Mfg. Co., Ft. Smith, Ark.; nation's largest manufacturer of model airplane motors.

International Harvester Co., Louisville; world's largest wheel tractor plant.

National Contracting & Engineering Co., Inc., Alma, Ga.; nation's largest firm dealing exclusively in electric and control wiring of aircraft.

Yoder Mfg. Co., Little Rock; nation's largest producer of bicycle bulb horns.

WOOD

E. L. Bruce Co., Memphis; world's largest manufacturers of hardwood flooring.

Lee Cyrus Co., Perry, Fla.; nation's largest cypress lumber mill.

Hillerich & Bradsby Co., Louisville; world's largest manufacturer of baseball bats.

Kirby Lumber Mill, Silsbee, Texas; nation's largest electrically operated saw mill.

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Sam Rodriguez, president of Tiffany Tile at Tampa, Florida, has built up an impressive business in a very short time.

Tiffany Tile's Success Story Is Result of Rodriguez's Work

TAMPA. The story of Tiffany Tile Corporation is one that reflects remarkable enterprise on the part of one man who envisions a long period of rapid growth for the new company here.

Sam Rodriguez, president of the concern at the age of 33, is the man who rose literally from the bottom in the tile business and who conceived and carried out the idea for the new tile manufacturing company.

A native of Tampa, Rodriguez returned here after long overseas service with the Marine Corps during World War II and took a job as a tile-setter's assistant.

After two years at this job he became a master tile-setter, having in the meantime demonstrated his natural aptitude and ability for the work. Following several more years as a master tile-setter, Rodriguez moved into the ceramic tile field as a distributor. After two more successful years in the latter capacity, he was ready for his next and biggest step—into the highly competitive tile manufacturing field.

Formal organization of Tiffany Tile Corporation came in January, 1956, and ground was broken in Port Tampa for the new plant in May of the same year. The plant was completed toward the end of the year, and production was begun early in December, as reported in a recent issue of MANUFACTURERS RECORD. The plant was officially opened on January 26.

Rodriguez reports that after just three months or so of production, Tiffany Tile has been presented to and enthusiastically accepted by the trade. The company is maintaining a policy of selling its product direct to distributors.

With 60,000 square feet of floor space, the plant employs about 115 persons. Although present distribution is limited to the Southeastern states, Rodriguez is planning a slow but steady move toward national distribution.

He said extensive advertising and promotion is planned by Tiffany within the next few months.

OTHER NEWSMAKERS:

Malcolm H. Smith—Appointed assistant sales manager, kraft paper and bag sales, of the Forest Products Division of Olin Mathieson Chemical Corporation. He will have headquarters in West Monroe, Louisiana.

Carey J. Carpenter—Named to supervise the installation of IBM electric accounting machines at the Barkley Building, executive offices of The Cameron & Barkley Company, at Jacksonville, Florida. The installation is said to be the most comprehensive ever established for a Southern distributor of industrial supplies.

James D. Griggs—Appointed Southern district sales manager for kraft paper and bags for the Forest Products Division of Olin Mathieson, with headquarters in Atlanta.

Jack C. Baldwin—Named western director-national accounts for Fulton Bag & Cotton Mills of Atlanta. Headquarters of the Bag Division are in New Orleans, but Baldwin will be located in Los Angeles at the company's plant there.

Ardon B. Judd—Elected president of Southwest Fabricating & Welding Company, of Houston, Texas, a subsidiary of Walworth Company. Judd, who joined Southwest in 1951, was vice president and treasurer at the time of his latest advancement. He succeeds **Fred W. Belz,** president of the parent company, who moved up to chairman of the board of Southwest.

William H. Reeves—Named president of Layne Y. Bowler, Inc., pump manufacturer and world's largest developers of ground water, with main offices at Memphis. He succeeded **James I. Seay** who became chairman of the board.

Kingsbery W. Gay—Honored with the distinguished salesman's award as the outstanding salesman of the year for the Hill-Chase Steel Company of Maryland. Gay is a resident of Richmond, Virginia.

W. J. McAlpin—Elected to the board of directors of the Steel Plate Fabricators Association for a three-year term. McAlpin is president of the J. J. Finnigan Company of Atlanta.

Milton H. Musser—Named assistant to the president of Scripto, Inc., Atlanta. Before taking his new position, Musser was employment manager of Lockheed Aircraft Corporation's Georgia Division.

Thomas B. Wilson—Elected chairman of the board of Johnson Motor Lines, Charlotte, North Carolina. He previously was Deputy Under-secretary of Commerce for Transportation, Washington, D. C.

Fred F. Florence—Elected chairman of the executive committee of the Republic National Bank of Dallas, and also chief executive officer. **James W. Alston** was named president.

Henry Toland—Named chairman of the Committee of 100 of the Greater Tampa Chamber of Commerce. Toland is vice president of the Exchange National Bank of Tampa and was treasurer of the Greater Tampa Chamber.

Charles W. Mitchell—Appointed vice president of Stauffer Chemical Company and general manager of the Nyotex Chemicals Division. He will have headquarters in Houston.

William S. Howland—Appointed to the newly-created post of assistant to the president and director of public information at the University of Miami. For the past 17 years Howland has been head of the Atlanta new bureau of Time, Life and Fortune magazines.

Marlin C. Brown—Promoted to the newly-created position of freight traffic manager for the Chemstrand Corporation, Decatur, Alabama. Before taking his new job he had served as senior rate clerk.

John D. MacArthur—Promoted to regional manager of TBA sales for the Southwest by the General Tire & Rubber Company, with offices in Dallas. He previously had been manager of passenger tire sales for the company's Dallas Division.

Dr. Fred H. Fenn—Appointed dean of the College of Engineering at Louisiana State University. Dr. Fenn, who is professor of engineering mechanics and director of University College, will take his new position on July 1. He will succeed **Dean L. J. Lassalle** who will retire.

Southwide bulletin board

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Complete information to qualified inquiries MR Box 40-101

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Construction - waterproofing corp. with paint patent and one hundred and seventy-five thousand tax loss. No other assets. Doing business in Va., D. C., and Md. Write MR Box 40-103.

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1st and 2nd mortgages, construction loans, machinery, equipment and inventory loans. Sales and lease back. Present financing consolidated and increased—payments reduced. Receivable discounting, rediscounting and instalment financing. Long term subordinated note and debenture financing. Contact BOX MR 40-119.

Lumber Yard— MIAMI

Gross 1½ to 2 million Year. This well established business can be doubled in next five years. Priced to sell $525,000. Contact MR 40-104.

"GET 'EM WHILE THEY'RE HOT!"

Did you know that advertisers in MANUFACTURERS RECORD are literally the "firstest with the mostest?" It's a fact!

The RECORD, in conjunction with the Southern Association of Science and Industry, makes it a policy to keep posted on all companies that are expanding into the South.

As soon as a company has announced a new plant at a site in the area, MANUFACTURERS RECORD begins arriving at the desk of the executive in charge of the plant. Often such executives are not familiar with southern suppliers, so their first source of information is the RECORD.

The RECORD has influenced southern industry for more than 73 years. Why not plan a regular advertising program now?

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MR BOX 40-108

HELP WANTED

Comptroller 28-35 (CPA) Atlanta Owned Company. Atlanta headquarters. Must have experience in corporate finance, budget control, taxes, insurance, etc. Old established firm rapidly expanding throughout Southeast. To start—approximately $7,500. BOX 40-109 AGENCY.

INVENTORY CONTROL SPECIALIST

Experienced, capable — set up system. Headquarters, Atlanta. Salary commensurate with experience and ability, up to $10,000. Prefer college man, age 28 to 38. Send resume and small photo to MR Box 40-116 AGENCY.

ENGINEERS and DESIGNERS

Chemical, civil, electrical and structural. Must have degree and/or design experience in commercial, process or industrial work. MR Box 40-117.

ENGINEERS

Design
and
Construction

Newly formed subsidiary of major oil company has immediate openings for graduate engineers experienced in petrochemical and refinery design and construction. Due to expansion of petrochemical activities, unusual career opportunities are available for qualified men at junior, intermediate and advanced employment levels.

Forward complete employment resume together with recent photograph, details concerning age, marital status and education background. All replies will be confidential and interviews for qualified applicants will be arranged at Southwest plant site. BOX MR 40-115.

INDUSTRIAL RELATIONS ASSISTANT

Progressive air-freight carrier is seeking applicants, 25 to 30 years of age, with degree in personnel administration, industrial psychology, or related, for 3 to 6 months orientation in Dallas to be assigned as full charge personnel representative in Southwestern plant. Requires 1 to 3 years experience in supervision of industrial personnel department. Administrative function with responsibility for labor contracts, interpretation and administration.

Excellent career opportunity with above average salary range.

Send complete resume of education and experience to MR Box 40-118.

POSITIONS AVAILABLE

DIVISION SALES MANAGER

To build, supervise and train an effective sales and service organization that can profitably and efficiently distribute tire products within the policies set forth in his territory. Responsible for directing the operations and physical facilities of branches under his control. $10,000. Contact MR BOX 40-124 AGENCY.

BRANCH SALES MANAGER

To develop and supervise an efficient organization in distributing rubber products through distributors, dealers and commercial accounts. To help select and train salesmen and direct them toward the realization of the sales potential within their respective territories. To manage the branch personnel and see that all duties are performed properly. Responsible to Division Sales Manager. $8,000. Contact MR BOX 40-125 AGENCY.

CAREERS
Specialist in
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CHEMICAL ENGINEERS

Excellent openings for qualified chemical engineers with one to three years minimum experience in chemical, petrochemical or petroleum refining production who have an interest in broad administrative duties relating to production. New facility of a major chemical manufacturer in Louisiana. Send resume of experience to MR Box 40-129.

SITUATIONS WANTED

GENERAL OR MANUFACTURING MANAGER

Has served as Gen. Mgr. of nationally known mfr. of machine tools and 5 years Gen. Mgr. of large producer of industrial valves. For more than 8 years was in charge of mfg. for 1,000-man mfr. of precision boring machines, grinders, etc. Mech. Engr. Salary $25,000 up. AGENCY Contact Box 40-138.

CHIEF METALLURGIST, LABORATORY MANAGER

Age 49, married. B.S. Chem. Engrg. Will relocate. 22 years with large independent automobile mfgrs. Reported directly to V. P. Mfg. Directed all metallurgical research and development for all divisions: Automotive, marine, diesel engines, and aircraft gas turbines. Present salary $20,000. AGENCY Contact Box 40-137.

FOUNDRY MANAGER

Age 46, married. B. S. Metallurgical Engineering. Presently plant manager for large foundry producing grey iron, alloyed iron castings from 3 lbs. to 25 tons. Previous 3 years, manager of foundries of one of the largest major appliance producers. Over 25 years experience in all types of foundries. Will relocate. Earning $15,000. AGENCY. Box 40-136.

SITUATION WANTED

Salesman—Average income $10,000. Age 33, married, 3 children. Home owner. Willing to travel or relocate. Presently employed traveling 11 Southeastern states contacting dealers and distributors in packaging field. Six years sales experience in the same general field with two companies. If interested contact MR Box 40-123 AGENCY.

Management Executive

Formerly vice-president and division manager of multi-plant electrical equipment and components manufacturer. For past 2½ years was in complete charge of Southern plant employing over 800 persons, having selected the plant site, supervised construction, planned and executed transfer and installation of machinery and equipment. Selected and trained supervisory staff and built an organization. Prior to this assignment he was Vice-President in charge of sales and advertising for same company. B.S., E.E., Age 50. Salary $30,000. Confidential information on request. MR BOX 40-127 AGENCY

INDUSTRIAL Relations Executive

Next to top man in the Industrial Relations Division of his company, a large manufacturer, employing nearly 25,000 persons. Handles all phases of Industrial Relations; heavy concentration on contract negotiations, policy questions, final adjudication cases. Confidential information supplied on written request. Salary $22,500 to $25,000. Contact MR Box 40-126 AGENCY

Controller

Seven years as assistant controller for large textile manufacturer with 15 branches. Responsible for cost accounting functions, preparation of budgets, analyses, projections and investigations for top management in establishing sales, manufacturing and expansion policies. Also 13 years experience as chief cost accountant for another textile company. Member NACA. In forties, married with family. College graduate. Desired salary $14,000. Contact Box MR 40-128. AGENCY

SITUATIONS WANTED

SALES MANAGER—

Age 41, M. E. Degree. At present Director of Sales of Company mfg. automatic gas controls and voltage sensitive relays sold to O.E.M. and government. 10 years with major company as Div. Mgr. of welding. Products included precision machined copper base alloy and other fixtures and equipment. Responsible for $12,000,000 annual volume of electronic equipment sold to radio and TV industry. Now earning $22,000. For further information contact Box MR 40-110 AGENCY.

PLANT FACILITIES ENGINEER—

Age 43, M.E. EXPERIENCE includes fields of electronic components, metal fabrication, machinery, multi-plant operations. Present salary $11,800. Additional details, contact BOX MR 40-111 AGENCY.

SALES REPRESENTATIVE—FLORIDA

Age 42. Excellent sales merchandising background in furniture and bedding industry. Must re-locate in Florida. Will consider position as manufacturers agent. Will negotiate salary, depending on opportunity. Box 40-112 AGENCY.

GENERAL SALES MANAGER—INDUSTRIAL ACCOUNTS

Age 42. Thoroughly familiar with sales direct to consumer through distribution: Automotive, electrical, hardware, industrial supply, mechanical rubber goods, etc. Responsible for one of largest divisions of nationally known mfr. Seeks opportunity of challenge and responsibility. Now making base $18,000, plus profit-sharing. Contact BOX MR 40-113 AGENCY.

MANUFACTURING MANAGER—ELECTRONICS

Has been more than 12 years with present company and now directs all mfg. in 2 plants employing 2000 and producing military electronic apparatus including fire control systems. A graduate Electrical engineer who has advanced to present position through production engineering. Age 39. $25,000 minimum. WRITE BOX MR 40-114 AGENCY.

FOR SALE—MISCELLANEOUS

FOR SALE
Executive Aircraft
TWIN BEECH

Fully equipped Twin Beech for sale by corporate owner who is taking delivery on large airplane. Excellent condition and ready for immediate use. Contact BOX 40-105

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NEW • REBUILT
WORLD'S LARGEST
INVENTORY

ELECTRIC EQUIPMENT CO.
Phone Station Collect GL 3-6783
P. O. Box 51, Rochester, New York

NEW MONEL TANK

Two 2100 gallon low pressure jacketed with stainless steel mixers and reduction boxes. Write MR BOX 40-106.

WANTED

GOOD USED STEEL ELEVATED WATER TANKS — SELL US YOUR ELEVATED TANK IF NO LONGER NEEDED. WE BUY — MOVE — SELL — ERECT NEW — USED STEEL ELEVATED TANKS AND PROVIDE PAINT OR REPAIR MAINTENANCE FOR THESE STRUCTURES. CONTACT MR BOX 40-107.

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- **Business Opportunities**
- **Executive Personnel**
- **Miscellaneous For Sale: Buildings, Machinery, Etc.**

Listings in the Southwide Bulletin Board will produce.

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79 McALLISTER STREET, SAN FRANCISCO, CAL.

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Direct

American Telephone & Telegraph Co. . 4
Agency—N. W. Ayer & Son, Inc.

Atlantic Steel Co. 1
Agency—Lowe & Stevens

—B—

William M. Bailey Co. 35
Agency—Downing Industrial Adv., Inc.

—C—

Carolina Paint & Varnish Works 45
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Agency—Marsteller, Rickard, Gebhardt & Reed, Inc.

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The Crispin Co. 17
Agency—Goodwin-Dannenbaum Adv.

—D—

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DeSoto Paint & Varnish Co. 45
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Agency—Frederick B. Garrahan

—F—

Ford, Bacon & Davis 63
Agency—Victor A. Smith Advertising

L. B. Foster Co. 3
Agency—Lando Advertising Agency

Froehling & Robertson, Inc. 63
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—G—

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—H—

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Hunting, Larsen & Dunnells
Direct

—L—

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—M—

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—N—

Nashville Bridge Co. 33
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—P—

Palmer & Baker Engineers, Inc. 63
Direct

Parsons, Brinckerhoff, Hall & Macdonald 63
Direct

J. R. Prevette & Associates 63
Direct

—R—

Robert & Co. Associates 63
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Rust Engineering Co. 63
Direct

Joseph T. Ryerson & Son, Inc. 61
Agency—Calkins & Holden

—S—

Sand Springs Home Interests 3
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Sanderson & Porter 63
Agency—Calkins & Holden

Southern Lightweight Aggregate Corp. 23
Agency—Cabell Eanes, Inc.

Southern Railway System 8
Agency—Cunningham & Walsh

—T—

Tennessee Coal & Iron Div., U. S. Steel Corp. 6
Agency—Batten, Barton, Durstine & Osborn

—V—

Virginia Engineering Co., Inc. 63
Direct

—W—

West Engineering Co., Inc. 2
Agency—Advertising Associates, Inc.

Wisconsin Motor Corp. 13
Agency—Paulson & Gerlach Assoc., Inc.

Colonel M. R. Says

Inflation An Atlanta business man, shopping the other day with his wife, watched as she purchased a couple of steaks at the meat counter in the supermarket. After he saw the clerk pencil on the price, the husband remarked: "I think it would be cheaper to eat money."

Used Cars There is a used car dealer in Dallas who insists that any of the autos on his lot can be "bought for a song," but he admits that they are mostly rock 'n' roll numbers.

Wolf A contented gentleman who likes to roam the wilds of the bistros in New Orleans says his definition of a "wolf" is this: "A big dame hunter who enjoys life, liberty, and the happiness of pursuit."

Buggy Do you know how to drive a baby buggy? It's simple. Just tickle his little feet.

Time Two ladies of considerable wealth were lolling in the sun near one of the swank and expensive hotels on Miami Beach. After a lengthy chat, one turned to the other and inquired: "What time is it getting to be?" The second woman yawned languidly, glanced at her glittering watch and replied: "It's four diamonds and two pearls past five."

Driving Note Gasoline is what if you don't use high test in your car it won't run as well as if.

Smarty It was in an office in Oklahoma City. The receptionist was busy at her desk when a man walked in, snapped his fingers to get her attention and demanded to see the president of the firm at once.

The receptionist gave her best smile and said: "I'm sorry, but he isn't here. Is there something I could do for you?"

"Certainly not," the haughty stranger said, "I never deal with underlings. I'll just wait till he returns."

"As you wish," she replied, still pleasantly, and went back to her work.

After an hour or so later the visitor, developing an obvious case of fidgits, inquired testily: "How much longer will it be before the president gets back?"

"Oh," she told him sweetly, "about two months. He left for Europe last week."

★ THE SOUTH'S HONOR ROLL ★

HERE ARE THE FAR-SIGHTED FIRMS AND INSTITUTIONS WHICH HAVE JOINED FORCES TO SUPPORT THE SASI PROGRAM FOR THE BENEFIT OF ALL THE CITIZENS OF THE REGION

INSTITUTIONAL MEMBERS

Ala. Dept. of Agri. & Ind., Montgomery
Anniston Chamber of Commerce, Anniston, Alabama
Auburn Research Foundation
Bureau of Business Research, University of Texas, Austin
Carroll County Industrial Dept., Huntingdon, Tenn.
Duke University
Emory University
Fla. Development Commission, Tallahassee
Georgia Inst. of Technology
Howard College
Ky. Agri. & Ind. Dev. Bd., Frankfort
Kentucky Research Foundation
SAMUEL KRESS FOUNDATION
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Medical College of Virginia
Mississippi State College
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N. C. Dept. of Cons. & Development
N. Miss. Industrial Devel. Assn.
Oak Ridge Inst. of Nuclear Studies
Oklahoma A & M College
Oklahoma City Chamber of Commerce
Geo. Peabody College
EDGAR STERN FAMILY FUND, New Orleans
Tulane University
University of Alabama
University of Florida
University of Miami
University of Mississippi
University of North Carolina, Chapel Hill.
University of Oklahoma
University of Tampa
Va. Div. of Planning & Economic Devel.
Va. Polytechnic Inst., Blacksburg

INDUSTRIAL MEMBERS

ALABAMA POWER CO., Birmingham
Alamo Plaza Hotel Courts, Dallas
Albany Oxygen Co., Albany, Ga.
IVAN ALLEN CO., Atlanta
ALLIED CHEMICAL & DYE CORP., New York
A. S. Aloe Co., St. Louis
AMERICAN CAST IRON PIPE CO., Birmingham
American Conditioning House, Boston, Mass.
American Enka Corp., Enka, N. C.
AMERICAN NAT'L. BANK, Mobile
AMERICAN TOBACCO CO., Richmond
American Trust Co., Charlotte, N. C.
Arthur Anderson & Co., Atlanta
H. Reeve Angel & Co., New York
The Anniston Star, Anniston, Ala.
Appalachian Electric Power Co., Roanoke
Asheville Citizens-Times Co., Asheville, N. C.
Atlantic Greyhound Corp., Charleston, West Virginia
Atlantic Research Corp., Alexandria, Va.
John M. Avent & Associates, Inc., Atlanta
Babcock & Wilcox Co., Atlanta, Ga.
The Bank of Georgia, Atlanta
A. M. Barlow, Realtor, Wildwood, Fla.
Barnes, Askew, Mills & Co., Atlanta
BIRMINGHAM TRUST NATIONAL BANK, Birmingham
Biscayne Chemical Laboratories, Inc., Miami
Cabot Carbon Company, Gainesville, Fla.
Cameron & Barkley Co., Charleston
Carbide & Carbon Chemical Corp., N. Y.
Cardinal Products, Inc., Durham
Carolina Ford Tractor Co., Charlotte
Carolina Power & Light Co., Raleigh
Celanese Corp. of America, Bishop, Texas
Central of Georgia Railway Co., Atlanta
CENTRAL LOUISIANA ELECTRIC CO., INC., Lafayette, La.
The Chattanooga Times, Chattanooga
The Chemstrand Corp., Decatur, Ala.
THE CITIZENS & SOUTHERN NATIONAL BANK, Atlanta
CITIZENS & SOUTHERN NATIONAL BANK, Columbia
THE COCA-COLA COMPANY, Atlanta
Columbia-Southern Chemical Corp., Lake Charles, La.
Combustion Engineering-Superheater, Inc., Chattanooga
Commercial National Bank, Daytona Beach
Continental Productions Corp., Chattanooga
CONTINENTAL TURPENTINE & ROSIN CORP., Laurel, Miss.
Corning Glass Works, Harrodsburg, Ky.
W. H. Curtin Co., New Orleans
Davison Chemical Corp., Baltimore
DeBardeleben Coal Corp., Birmingham
DELTA AIR LINES, INC., Atlanta
Dinkler-Tutwiler Hotel, Birmingham
Dow Chemical Company, Atlanta
Dow Chemical Co., Texas Div., Freeport
E. I. DUPONT DE NEMOURS & CO., INC., Wilmington
Elmco Corp., Birmingham, Ala.
Employers Insurance Co. of Alabama, Birmingham
Ernst & Ernst, Atlanta
ETHYL CORPORATION, Baton Rouge
Evening Post Publishing Co., Charleston
Experiment, Inc., Richmond
Fernwood Industries, Fernwood, Miss.
First Research Corp. of Florida, Miami
FIRST NATIONAL BANK, Atlanta
FIRST NAT'L BANK OF BIRMINGHAM
FIRST NATIONAL BANK, Leesburg, Fla.
Fisher Scientific Co., Silver Spring, Md.
Florida Power Corporation, St. Petersburg
Florida Power and Light Company, Miami
Florida Realty Letter, Miami
Fla. State Chamber of Commerce, Jacksonville
The Florida Times-Union, Jacksonville
Floridin Co., Tallahassee, Fla.
L. B. Foster Co., Atlanta
FULBRIGHT LABORATORIES, INC., Charlotte
FULTON NATIONAL BANK OF ATLANTA
General Motors Corp., Doraville, Ga.
General Adhesives Co., Nashville, Tenn.
GEORGIA POWER COMPANY, Atlanta
GRIFFIN GROCERY CO., Muskogee, Okla.
Gulf, Mobile & Ohio R. R. Co., Mobile
Gulf Oil Co., Atlanta
Gulfport Fertilizer Co., Gulfport, Miss.
GULF POWER COMPANY, Pensacola
HARSHAW CHEMICAL CO., Cleveland
Hercules Powder Co., Inc., Wilmington
Hudson's Dept. Store, Anniston
Ideal Fishing Float Co., Inc., Richmond
Ingalls Shipbuilding Corp., Pascagoula, Miss.
JEFFERSON ISLAND SALT CO., Louisville, Ky.
KERR-McGEE OIL INDUSTRIES, INC., Oklahoma City
Kewaunee Mfg Co., Adrian, Mich.
KIMBLE GLASS CO., SUBSIDIARY OF OWENS-ILLINOIS GLASS CO., Toledo
Kinston Free Press Co., Inc., Kinston, N. C.
Koppers Co., Port Arthur, Texas
Kraft Equipt. Co., Savannah
Labline, Inc., Chicago
LAUREL OIL AND FERTILIZER CO., Laurel, Miss.
Law & Co., Atlanta
Lawyers Title Insurance Co., Richmond
Liggett & Myers Tobacco Co., Durham, N. C.
Liller, Neal, and Battle, Atlanta
Lion Oil Company, El Dorado
Louisiana Power & Light Co., New Orleans
Louisville and Nashville Railroad Co., Louisville
Masonite Corp., Laurel, Miss.
McCall Manufacturing Co., Easley, S. C.
MEMPHIS PUBLISHING CO., Memphis
Merchants National Bank, Mobile
Metal-Katcher Co., Louisville
Miller and Rhoades, Inc., Richmond
Minis & Co., Savannah
Mississippi Chemical Corp., Yazoo City
MISSISSIPPI POWER CO., Gulfport
MISSISSIPPI POWER & LIGHT CO., Jackson
MISS. VALLEY GAS CO., Jackson
Monsanto Chemical Co., Anniston
Monsanto Chemical Co., Texas City, Tex.
Nashville, Chatt. & St. R. R. Co., Nashville
National Brands, Gulfport, Miss.
Nat'l Fruit Produce Co., Winchester, Va.
Ness Sanitary Wiper Co., Asheville, N. C.
NEW ORLEANS PUBLIC SERVICE, INC., New Orleans
Newport Industries, Inc., Pensacola, Fla.
Newport News Shipbuilding & Drydock Co., Newport News, Va.
The News & Courier Co., Charleston
Norfolk and Western Railway Co., Roanoke, Virginia
Oklahoma Gas & Electric Co., Okla. City
PEMCO CORP., Baltimore
Philip Morris Co., Ltd., Richmond, Va.
PHIPPS & BIRD, INC., Richmond
PLANTATION PIPE LINE CO., Atlanta
Powhatan Mining Co., Baltimore, Md.
Wm. P. Poythress & Co., Richmond
The Progressive Farmer, Raleigh
RALSTON PURINA COMPANY, St. Louis
Reynolds Metals Co., Arkadelphia, Ark.
Richards & Assoc., Inc., Carrollton, Ga.
Rittenbaum Bros., Atlanta
Riverside Oil Mills, Marks, Miss.
A. H. Robins Co., Richmond
RUST ENGINEERING CO., Birmingham
SAVANNAH SUGAR REFINING CORP., Savannah
Seaboard Air Line R. R. Co., Norfolk
SEARS ROEBUCK & CO., Atlanta
Shell Chemical Corp., Atlanta
Shenandoah Life Ins. Co., Roanoke
Sherwood Refining Co., Gretna, La.
Smith-Douglas Co., Inc., Norfolk
Snively Groves, Inc., Winterhaven, Fla.
SONOCO PRODUCTS CO., Hartsville, S. C.
SOUTH CAROLINA ELECTRIC & GAS CO., Columbia
South Carolina Natl. Bank, Columbia
South Fla. Test Service, Miami
Southdown Sugars, Inc., Houma, La.
Southeastern Clay Co., Aiken, S. C.
SOUTHERN BELL TEL. & TEL. CO., INC., Atlanta
Southern Natural Gas Co., Birmingham
SOUTHERN STATES EQUIPMENT CORP., Hampton, Ga.
Southland Co., Yazoo City, Miss.
Southland Paper Mills, Inc., Lufkin, Texas
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Tampa Electric Co., Tampa
Taylor & Caldwell, Inc., Walkerton, Va.
TELLEPSEN CONSTRUCTION CO., Houston
TENNESSEE COAL & IRON, Fairfield, Ala.
Tennessee Corp., College Park
Tennessee Corp., New York
Tenn. Products & Chemical Corp., Nashville
Texas Foamed Plastic Corp., Gonzales, Tex.
Texas Gulf Sulphur Co., Newgulf, Texas
The Thomas Ala. Kaolin Co., Baltimore
Times-World Corp., Roanoke
TRUST COMPANY OF GEORGIA, Atlanta
Union Bag & Paper Corp., Savannah
UNION PLANTERS NATIONAL BANK, Memphis
UNION TRUST CO. OF MARYLAND, Baltimore
United Gas Pipe Line Co., Shreveport
Utilities Construction Co., Charleston, S. C.
Virginia-Carolina Chemical Co., Richmond
VIRGINIA ELECTRIC & POWER CO., Richmond
R. A. Wade, Chattanooga
West Point Mfg. Co., Shawmut, Ala.
West Va. Pulp & Paper Co., Charleston
WESTERN ELECTRIC COMPANY, Winston-Salem, N. C.
WHITNEY NATIONAL BANK OF NEW ORLEANS
Will Corp. of Georgia, Atlanta
Wilson Paper Box Co., Richmond
WINDSOR PROPERTIES, INC., Dallas
Wise Motor Co., Hazlehurst, Miss.
WOLVERINE TUBE, Decatur, Ala.
Zep Manufacturing Company, Atlanta, Ga.

AFFILIATED ORGANIZATIONS

Alabama Academy of Science
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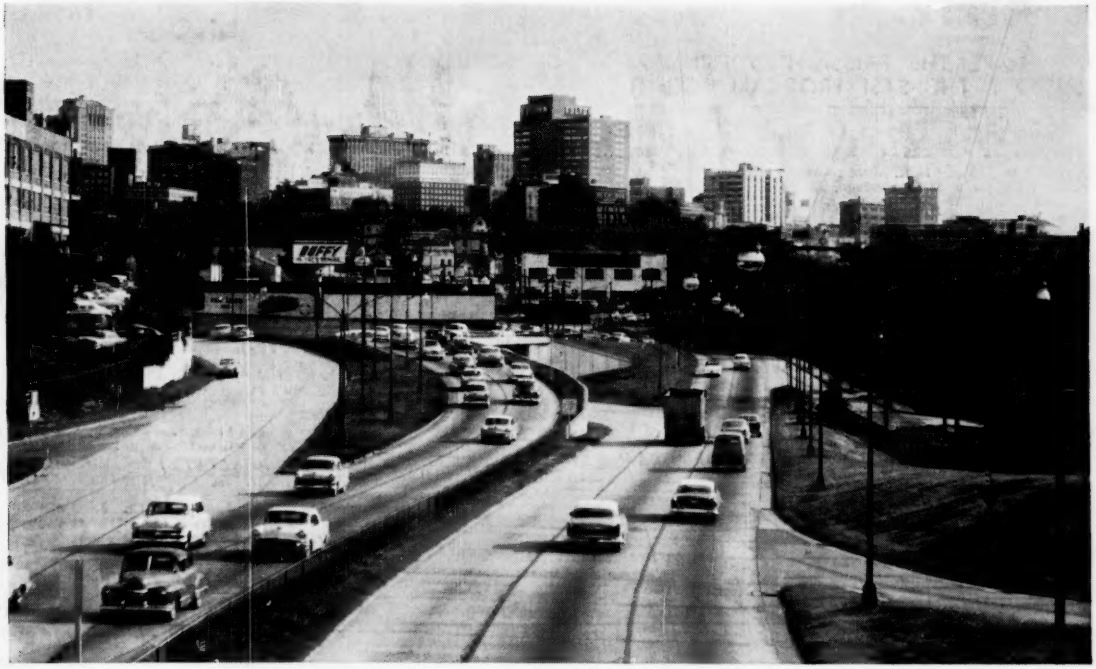
Florida Academy of Science
Georgia Academy of Science
Mississippi Academy of Science
N. C. Academy of Science
Oklahoma Academy of Science
Tennessee Academy of Science
Virginia Academy of Science

* Italic face type indicates sustaining members.

NOTE: Any firm doing business in the South is eligible for membership in the Southern Assn. of Science and Industry. For detailed information and membership application blank contact SASI Headquarters, Conway Bldg., North Atlanta 19, Ga.



Southern Skyline...1957

FINANCIAL STATEMENT AS OF DEC. 31, 1956

Assets	PER CENT	AMOUNT
U. S. Government Securities	7.12	$ 9,984,368.29
State, County and Municipal Bonds	10.73	15,049,323.54
Railroads	1.13	1,588,694.90
Public Utilities	16.20	22,722,159.33
Industrial and Miscellaneous	4.33	6,069,756.73
Stocks	3.54	4,957,556.74
Mortgages (First Liens)	46.09	64,645,051.07
Real Estate:		
Offices (including Branches)	3.56	4,990,063.55
Investment	1.65	2,316,512.89
Policy Loans	1.36	1,913,062.25
Cash	1.75	2,457,782.26
Interest and Rents Due and Accrued	.51	714,781.81
Premiums in Course of Collection (Net)	2.01	2,815,726.35
Miscellaneous Assets	.02	26,235.08
Total Assets	100.00	$140,251,074.79

Liabilities and Surplus	
Policy Reserves	$109,320,190.43
Claims in Process of Settlement	472,114.80
Reserve for Unreported Claims	353,604.15
Premiums and Interest Paid in Advance	985,498.74
Estimated Amount Due and Accrued for Taxes	1,317,631.68
Reserve for Pensions	8,414,730.00
Amounts held as Agent or Trustee	938,862.49
Security Valuation Reserve	1,010,463.25
All other Liabilities	712,374.66
Total Liabilities Except Capital	$123,525,470.20
Capital and Surplus Funds for further protection of Policyholders:	
Capital	$ 7,000,000.00
Unassigned Surplus Funds	9,725,604.59
Capital and Surplus	$ 16,725,604.59
Total	$140,251,074.79

Throughout the South, growth is the keynote. Indicative of this continuing progress are the rising skylines of bustling cities—centers of service to the prospering agriculture and industry of a South on the move. To keep pace with the life insurance needs of this rapidly growing area, Life of Georgia is constantly expanding the scope of its insurance plans and of its service to policyholders.

HIGHLIGHTS

From Annual Statement as of December 31, 1956

LIFE INSURANCE IN FORCE . . $1,353,950,781
Gain of $111,430,826 in one year

ASSETS . . . . . $ 140,251,075
Increase of $15,101,172 over 1955

PAID POLICYHOLDERS AND BENEFICIARIES . . . . . $ 14,211,624

LIABILITIES . . . . . $ 123,525,470
Liabilities include policy reserves

SURPLUS FUNDS AND CAPITAL . . . . . $ 16,725,605

LIFE Insurance Company of GEORGIA
INSURES THE SOUTH • SINCE 1891
HOME OFFICE ATLANTA